NOVEMBER 17, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A SURE THING!

WHO-TV delivers solid coverage of 46 counties in strategic Central Iowa —a $2 billion market!

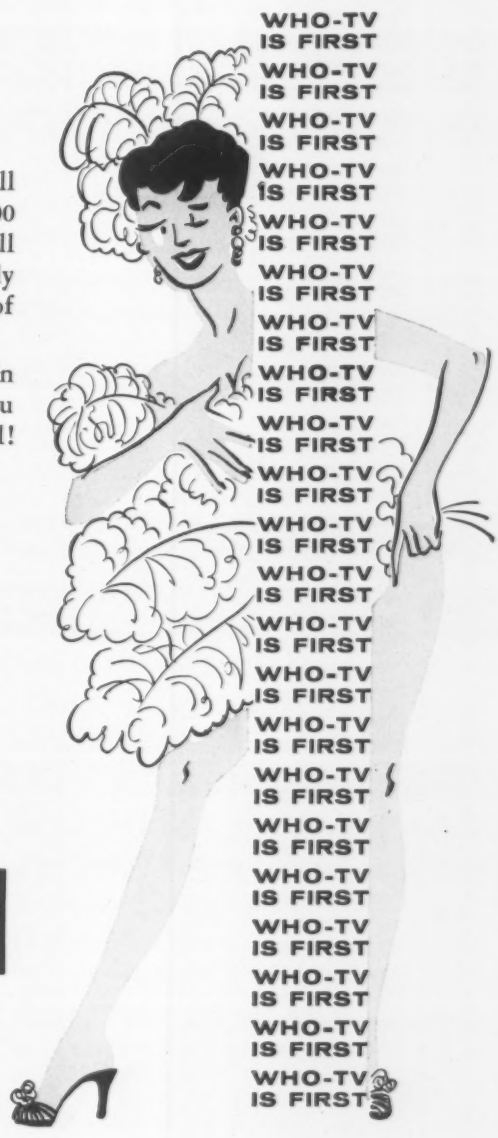
This is the heart of America's *leading* agricultural market—where the average farm income is over $11,300 or 78% *above* the national average! Yet, it is also a rapidly expanding industrial market. For example, Des Moines, the shopping center for all of Central Iowa, has more than 400 diversified industries with a payroll of $100 million, an average family income of $6000, and retail sales of $343 million!

There are 392,700 TV families in this rich 46-county area — and you need *only* WHO-TV to cover them all!

The newest Metropolitan Des Moines ARB Survey (Feb. 8-March 7, 1958):

FIRST PLACE QUARTER HOURS	NUMBER REPORTED		PERCENTAGE OF TOTAL	
	1 Week	4 Week	1 Week	4 Week
WHO-TV	**256**	**232**	**54%**	**49%**
STATION K	162	186	34%	39%
STATION W	47	51	10%	11%
TIES	8	4	2%	1%

Talk to PGW for more about a *sure thing* in Iowa—WHO-TV!



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

What Do You Hear From Kansas City?

It's probably the clean, exciting new sound from Signal Hill . . . WDAF radio . . . a perfect blend of melody to live by, minute-short slices of life and thoughtful, penetrating news.

This combination does indeed bring a new sound to belabored ears in our huge six-state territory. It's the kind of sound you'd develop if you owned the station . . . not too high and mighty . . . not devoted to any fad, whether it's gavotte or gutbucket . . . just timely, informative and entertaining.

You ought to sample our new sound for your product. The Christal Company men have tapes of any time segment you'd like to hear. Write, wire or phone if you'd like an audition sample.

WDAF 610 on the dial SIGNAL HILL KANSAS CITY, MO.

A NATIONAL THEATRES STATION

RUSS VAN DYKE's news ratings are high as 50.8 ARB.

PAUL RHOADES reports the news, sells the viewer.

MARY JANE CHINN leads the Iowa fashion parade.

AL COUPPEE, high-rated, highly regarded sportscaster.

WIN DOUGLASS reports the sports, sells the goods.

BILL RILEY, veteran air salesman, leading TV personality.

RON SHOOP covers the sports beat; good salesman.

DON SOLIDAY knows the news; does a great job as m.c.

GORDON GAMMACK, newspaper columnist, newscaster.

WALT RENO, man in motion, salesman extraordinary.

BILL JOHNSON, news reporter, able air salesman.

TED HAZARD sells so hard because he's so believable.

Man Alive!

THIS IS TELEVISION IN DES MOINES

Iowa's lively center of business activity

ON CAMERA! That's the way this "know-how, go-now" station keeps pace with all that's going on now in Des Moines. "Now" television . . . "this minute" television . . . spontaneous . . . vital . . . television that dominates this big-money, free-spending market.

THE ENTHUSIASM FOR KRNT-TV's "MAN ALIVE!" PROGRAMMING creates enthusiasm for advertised products . . . generates buying excitement that shows up on the cash register. Buy the station survey-proven most people watch most . . . the station far more people depend on for accurate news . . . the station with the most believable personalities, according to Central Surveys, Inc.

THE DES MOINES TELEVISION MARKET:
KRNT-TV effectively covers 41 of the richest counties in Iowa with 324,000 homes, 88.4% of them with one or more TV sets. Retail sales $1,229,064,000. Facts compiled from Television Magazine Market Data, 1958, and Survey of Buying Power, 1958.

YOUR CAMPAIGN IS LIVE . . . LIVELIER . . . LIVELIEST . . . sure of success when you place it on KRNT-TV, CBS-affiliated to give viewers an eyeful . . . so ably represented by Katz. Complete program listings every month in SRDS.

You've Got A Live One When You Buy

KRNT·TV

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

If You Buy Any Other Television Station in the Dallas-Fort Worth Market....

WE BOTH LOSE MONEY

KRLD-TV CBS

For these reasons....

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ... and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

COMPARATIVE CIRCULATION
DALLAS-FORT WORTH
TELEVISION STATIONS

	Daytime Daily TV Homes	Nighttime Daily TV Homes
. .	**299,050**	**368,920**
Station B	260,530	353,160
Station C	255,290	338,780
Station D	147,490	175,360

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD-TV

CHANNEL 4
CBS TV FOR DALLAS - FORT WORTH

closed circuit.

SHORT LOOK • Roger L. Stevens, who's backing number of current Broadway shows and who once was in syndicate which purchased Empire State Building, has acquired short-term option on controlling block of stock in Outlet Co., Providence, which owns WJAR-AM-TV. Option, which reportedly runs less than three months, provides time in which to investigate assets before determining whether he will proceed. Asking price for 100% of stock reportedly is $12 million. Mr. Stevens says his interest is exploratory and if he purchases control, no one interested in Broadway or radio-tv will be involved.

•

At least half-dozen other interests have examined Providence properties. Apparent key to transaction is spin-off of department store to take advantage of substantial tax loss which would bring price of radio-tv properties (NBC affiliated) down to possibly $6-7 million. Among others who recently have looked at properties are Edgar Stern Jr. (WDSU-AM-TV New Orleans) and Metropolitan Broadcasting Co. (WNEW-AM-TV New York, WTTG [TV] Washington and WHK Cleveland). Allen Kander & Co. has been active in negotiations and holds minority stock position in Outlet Co.

•

NEST EGGS • Proxy statement issued last week by CBS Inc. (story page 76) listed numbers of shares of stock held by William S. Paley, chairman, and Frank Stanton, president, but didn't say what they were worth. Computed at market price as of last Thursday, Mr. Paley's CBS stock (10.57% of all outstanding shares) was worth $30,090,591.50; Dr. Stanton's (1.83%), $5,572,055.00.

•

First comprehensive qualitative analysis of major radio market (Southwest) involving 250 family universe is nearing completion, with results to be forthcoming within next few weeks. Project, reportedly costing in neighborhood of $20,000, is designed to yield not only sales ammunition but also most complete breakdown of sets-in-use and program preferences ever made in one radio market over sustained period.

•

LICENSE RENEWALS • FCC is about set to issue proposed rulemaking order governing revision of application renewals form on program content. Commission might have acted last week but only four members were present. Proposals under which rulemaking will be asked, in general, would go a long way toward meeting specifications of government-industry group recommendations developed through the Committee on Radio & Television Broadcasting of Advisory Council on Federal Reports. Development of proposed new standards has been under consideration by FCC for three years. Rulemaking, when released, will simply constitute proposal and not final action. Comments will be invited preparatory to final action.

•

Ogilvy, Benson & Mather Inc., New York, reportedly is feeling Schweppervescent over initial station reaction to its letter seeking station manager reaction to broadcasts of radio spots for Schweppes quinine water (tonic) using such words as "gin" and "vodka" [ADVERTISERS & AGENCIES, *Oct. 20*]. *Positive reaction to proposal is better than first anticipated, with yeas outnumbering nays. But there are straddlers (stations saying they'd go along only if another station in their market would make first step). Number of yeas even suggested specific time slots in which they'd carry gin-and-tonic spots—many saying post 11 p.m.*

•

TV AND VOTING • Here's tip on upcoming Cunningham & Walsh findings on tv's effectiveness during political campaign, particularly upon those susceptible to switching vote. Battleground selected is New York state where Averell Harriman and Nelson A. Rockefeller vied for governorship—race which swept in Rockefeller with apparently significant aid of tv. Agency's research staff is collating findings. Results will be available about first week of December. Prior to election, C & W chairman John P. Cunningham in speech referred to agency's small pilot taken on subject, revealing that at least 24% of independent vote appeared to be "switchable by television" [ADVERTISERS & AGENCIES, Nov. 3]. New York race which ran against Democratic tide, featured former NBC Board Chairman Sylvester L. (Pat) Weaver behind scenes as professional tv aid to Mr. Rockefeller.

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C&W's findings also may ease agency sensitivity over charges of "manipulating" mass voters into accepting "personality" candidates. Reason: Exhaustive pre-campaign market potential study on Gov.-elect Nelson Rockefeller conducted by Marschalk & Pratt (Div. of McCann-Erickson) bore out end result of 500,000-plus vote plurality in New York state gubernatorial race. M&P, it's understood, gauged voter sentiment long before it was appointed local GOP agency, and when named, immediately arranged "exposure" of Mr. Rockefeller in prime daytime tv slots for housewife audience, thus beating opposition to punch.

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HORROR STORY • If one thinks deeply about what's happening to FCC in current exposes of tv influence pressures and studies import of Justice Dept.'s recommendations in Miami ch. 10 case, possibilities are frightening. Washington rumor mills see two serious, if remote, prospects —ripper legislation abolishing FCC and setting up new agency or appointment of special prosecutor by Justice Dept. to investigate whole FCC and all comparative hearing grants made during last several years. FCC officials, dreading uncontrolled and spur-of-the-moment action at either end of Pennsylvania Ave., acknowledged they have to investigate fully every case where "substantial" allegations have been made of *ex parte* influences, but feel they can only do it on "responsible" basis if Congress (especially Rep. Harris) would leave them alone.

•

Middle of road action for FCC commissioners—between extremes of refusing to talk to anyone involved in litigation before Commission and wide-open policy which gives credence to backstairs influence peddling—has been suggested by non-communications lawyer close to regulatory facets of radio-tv: If ex parte conversation occurs, let commissioner dictate memo, circulate it to all commissioners and parties. In this way, it was explained, other parties can, if they like, answer or rebut arguments. That's all law says, it was emphasized, that all parties be permitted to have knowledge of and answer off-record propositions.

•

SPOT RECORD • Current indications are that fall season will be spot television's biggest to date, with business up 10 to 15% over same period last year. But fact that total "pie" is bigger doesn't mean all stations will register increases, though many will. There are more stations now, and variations can be expected according to market size, number of stations, etc.

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Latest reversal of U. S. Court of Appeals—overturning 1955 FCC rulemaking requiring fm stations to cease simplexing functional music—will be strenuously opposed by FCC and, if need be, taken to Supreme Court. Lower court's 2-1 decision, construing functional music operations as broadcasting, reverses FCC's contention that they are non-broadcasting. If they constitute broadcasting, according to FCC authorities, then such services would have to comply with broadcasting rules, including sponsor identification.

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COX REPORT • Look for end of November report on place of tv in small communities, to be submitted to Senate Commerce Committee by special tv counsel Kenneth A. Cox, now back in private practice in Seattle. Report, first of two planned, will cover satellites, translators, boosters and CATV systems. Final report on overall allocations should be in hands of Senate committee before 86th Congress opens Jan. 7—about same time as TASO report.

MORE TOP MOVIES

make WAGA-TV ATLANTA's "live channel 5" with

MORE SELLING POWER

In Greater Atlanta and 58 surrounding counties **WAGA-TV** is boosting sales and ratings with powerful new programming that includes multi-million dollar purchases of 732 Warner Brothers first-run films and hundreds of Screen Gems, RKO, UA and 20th Century films for the Early Show at 5:30 PM and late evening Starlight Movies.

Also, there's **more** news coverage—**more** modern equipment—**more** merchandising—and **more** market coverage on Atlanta's **live Channel 5!** See your **KATZ** man today.

STORER BROADCASTING COMPANY

Storer Television

WAGA-TV Atlanta **WJW-TV** Cleveland **WJBK-TV** Detroit **WSPD-TV** Toledo

THE WEEK IN BRIEF

Tv Turnabout in Videotown—Peak viewing is reported by Cunningham & Walsh for its laboratory tv city; agency's survey contrasts with its viewing "plateau" reported in 1956, and the emphasized selective viewing of 1957. Radio is fashionable, too; remarkable, sharp gains noted in housewives' morning listening. Page **31.**

Should You Visit That Timebuyer? — NBC timebuyer opinion panel says what it thinks of station callers, how much good they do and offers a guide of do's and don'ts. Page **33.**

Tv-Radio at Advertisers' Convention—Television expenditures of $1.5 billion predicted for 1959, page **44.** Wallach presents results of controversial in-home tv study, page **48.** Advertisers say they'll back networks in case of AFTRA strike, page **40.** Officials say big fight over agency compensation is over, now comes down to negotiations between advertisers and agencies individually, page **39.** Schachte elected ANA board chairman, Forst vice chairman, West re-elected president. Page **40.**

EWR&R Tv Commercials Analysis—Suggestions on improving the effectiveness of tv commercials highlights a research study compiled by Erwin Wasey, Ruthrauff & Ryan. Page **50.**

Food Advertisers' Millions—In combined tv network and spot time purchases, foods-grocery product advertisers lead all other groups by wide margin. As a group they spent $118.8 million in gross rates for six-month period this year. Combined figures for the first half of this year break down spending by product classification. Page **54.**

Did McConnaughey Solicit Bribes?—Several witnesses tell House Legislative Oversight Subcommittee they heard rumors he did in Pittsburgh ch. 4 case, but nobody remembers who started them or when. Two witnesses in sharp conflict with former FCC Chairman McConnaughey to tell his side of story. Page **60.**

That Volatile Miami Case—Parties in ch. 10 case pleaded their cases today in oral argument before Judge Stern; Justice Dept. and special FCC counsel ask that Mack's vote and grant to National Airlines be voided and all parties except L. B. Wilson be disqualified. Page **66.**

Storer WITI-TV Purchase Okayed—FCC indicates satisfaction with Storer Broadcasting Co.'s earlier explanation of intentions and prospects in Milwaukee, approves vhf buy by 3-1 vote. Page **72.**

National Theatres-NTA—In its first move toward acquiring National Telefilm Assoc., New York, National Theatres' board of directors agrees to purchase the common stock holdings of the three principal officers of National Theatres Assoc. Page. **72.**

CBS Sales, Earnings Up—Nine-month figures show all-time record, but not enough to repeat midyear profit beat on RCA. New plan may change corporate voting system. Page **76.**

Tv Network Take—Billings for the three networks rose 10.6% for September over September 1957. The total reflects gains for two of the networks, ABC-TV 16.2% and NBC-TV 7.3%, but a 2.6% slump for CBS-TV below the previous September. Page **76.**

Ban on Paid Politics?—New Jersey broadcasters told by Ralf Brent, WIP Philadelphia, they should refuse to accept sponsored campaign material under rules of Sec. 315 and substitute their own political programming. Page **78.**

New WBC Radio Rep Plans—Westinghouse Broadcasting Co. appoints Am Radio Sales Corp. to represent in national sales of all six radio stations. It's part of general shift of Westinghouse from "outside" rep firms to those in which it has ownership or control. Page **85.**

No More 'News' in News Around the Clock—WNEW and New York *Daily News* terminate 17-year working partnership Dec. 31; WNEW owner-operator Metropolitan Broadcasting Co. plans its own news operation as *Daily News* seeks new New York radio outlet to carry its newscasts. Page **88.**

AFTRA Strike Threat—American Federation of Television & Radio Artists faces first national strike in its history. The main issue: Videotape. Page **96.**

Honors for Farm Safety Efforts—National Safety Council makes awards to two networks, eight television outlets and 22 radio stations. Page **98.**

MR. HOLLAND

Chicago Story—Spiraling overhead caused the ax to fall on live tv in Chicago and cast the sponsor in the role of unwilling executioner, in the view of an agencyman who places a lot of local broadcast business. Arthur M. Holland, owner of Malcolm-Howard Adv. Agency, analyzes the situation in MONDAY MEMO. Page **113.**

DEPARTMENTS

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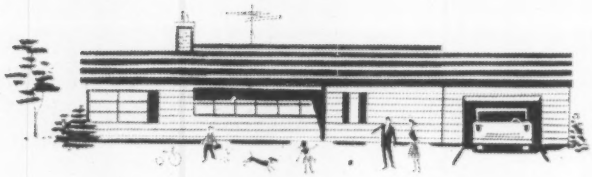
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER ABP

They **buy** *as a family . . .*

because they were **sold** *as a family . . .*

by their **local** *Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

FCC REOPENING OF PITTSBURGH CH. 4 CASE URGED BY REPS. WILLIAMS, WOLVERTON

Two members of House Legislative Oversight Subcommittee Friday (Nov. 14) called on FCC to throw out its July 1957 award of ch. 4 Pittsburgh and re-open case. Statements were made by Acting Chairman John Bell Williams (D-Miss.) and Rep. Charles Wolverton (R-N. J.) as subcommittee continued investigation of alleged bribe offers to and solicitations by then FCC Chairman George C. McConnaughey (see earlier story, page 60).

Principal charges are that two applicants who merged to win channel, Tv City Inc. and Hearst-WCAE Pittsburgh, received bribe solicitations of $50,000 and $200,000, respectively. Rep. Williams Friday suggested rumors of bribe negotiations may have been deliberately spread to influence outcome of contest. Committee continued to meet stone wall in quest to learn source of rumor or who made solicitations.

At start of Friday morning testimony, Scott Fink and son David, principals in ch. 4 applicant Wespen Tv, were called to witness stand. Elder Fink testified Earl Reed, president of Tv City, offered Wespen 5% of applicant to merge with Tv City in July 1953, soon after Wespen application was filed.

Mr. Fink stated Mr. Reed pointed out his (also partially owned by CBS) KQV Pittsburgh was affiliated with CBS and that they could get early grant for ch. 4, station could be sold to network for "a quick capital gain." Witness said Mr. Reed stated he would deny this statement if asked about it later.

Sources Explained

Both Finks said they heard of alleged retainer to be paid Mr. McConnaughey by Hearst from William Matta, fourth applicant for ch. 4, and Mr. Eckels, who, David Fink testified, stated he got information from Tv City attorney W. Theodore Pierson. Father and son said they knew nothing of alleged $50,000 Tv City payoff to Mr. McConnaughey until subcommittee began its hearings.

Scott Fink said his reaction to Hearst-WCAE rumor was that it seemed grant "up for public auction and I wanted no part of it." He stated this and death of Wespen attorney, Dwight Doty, were instrumental in decision to drop Wespen application in return for $50,000 expenses.

It was Mr. Doty, elder Fink testified, who first informed him of 3-3 tie vote at FCC. He said Mr. Doty secured this information through a telephone call to FCC same day as oral argument in ch. 4 case.

Recalled to stand Friday, former Tv City attorney George Sutton again denied under oath he knew of bribe rumors at time case pending before Commission. He also again "unequivocally" denied Tv City Director Lee W. Eckels discharged him as counsel at June 4, 1957, luncheon or at any other time. Mr. Eckels, recalled to stand immediately, was asked:

"Did you or did you not terminate his [Eckels'] services on that date [June 4]?"

"I did terminate his services on that day," Mr. Eckels replied. "I cannot recall the words that were used but I thought it was made very, very clear that the relationship . . ." had ended.

Former FCC General Counsel Warren Baker testified on his relationship with Tv City principals during tv contest. Mr. Baker entered into record letter to subcommittee setting out separation of general counsel from FCC and was testifying at own request. Referring to letters written by Raoul Desvernine to Mr. Reed (see earlier story), Mr. Baker said he could not be responsible for statements made by others.

He said nothing improper in actions and his job to inform applicants on procedural matters. "Mr. Reed came to me for information which he had a right to get from me," Mr. Baker stated. "He did not ask me for advice on how to run his case."

FCC General Counsel John Fitzgerald testified on reported 3-3 tie Commission vote in June 1957, at time he was chief of Opinions & Reviews. He was asked about penciled notations on FCC document, in Mr. Fitzgerald's handwriting, which listed Comrs. McConnaughey, Lee and Doerfer as favoring Hearst and Comrs. Mack, Hyde and Bartley favoring Tv City.

Mr. Fitzgerald said this did not constitute formal vote but his interpretation of how commissioners stood. He said notations made June 5, 1957, and that he knew nothing about reported leak of vote June 3.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

REVLON INTO SPOT • Network-heavy Revlon is edging farther into spot. With two products already using limited spot—Spray Net and Hi and Dri Roll-On deodorant—cosmetics manufacturer is placing intimate cologne in four-week tv campaign in 10 markets starting Dec. 7. Agency: C. J. LaRoche & Co., N. Y.

VICEROY CONTINUES • Brown & Williamson Tobacco (Viceroy cigarettes), renews quarter sponsorship of NBC Radio's *News-on-the-Hour* for 52 weeks, effective Dec. 29. Agency: Ted Bates & Co., N. Y.

AVON TO RETURN • Avon Cosmetics, N. Y., terminating its tv spot pre-Christmas campaign in 114 markets first week in December, will return to these markets after first of year with "somewhat reduced (in frequency) schedule." Agency: Monroe F. Dreher, N. Y.

Monroney Pledges Rating Study

Sen. Mike Monroney (D-Okla.) promised "searching study" of radio-tv rating services, including their effect on dropping of local programs. Statement was released Friday by Chicago Chapter of American Federation of Television & Radio Artists, following Thursday conference between Senator and local union officials. Chicago AFTRA chapter has been waging fight against NBC's Chicago programming policies. Hearings on ratings before Senate Commerce subcommittee, which is headed by Sen. Monroney, are scheduled to resume in January.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 7-13 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Nov. 7	*Phil Silvers* (9 p.m.)	CBS-TV	22.7
Sat., Nov. 8	*Gunsmoke* (10 p.m.)	CBS-TV	31.7
Sun., Nov. 9	*Loretta Young* (10 p.m.)	NBC-TV	29.5
Mon., Nov. 10	*Ann Sothern* (9:30 p.m.)	CBS-TV	28.1
Tues., Nov. 11	*Rifleman* (9 p.m.)	CBS-TV	27.5
Wed., Nov. 12	*Shirley Temple Story Book* (7:30 p.m.)	NBC-TV	30.3
Thurs., Nov. 13	*Zorro* (8 p.m.)	ABC-TV	20.5

at deadline

AB-PT Nine-Month Earnings Up; Goldenson Cites Audience Gains

Although not providing specific dollar figures, American Broadcasting-Paramount Theatres Inc. reported Friday its broadcast revenues compared favorably during third quarter this year to same period last year and ABC-TV "is showing improvement over last year." AB-PT net operating profit for first nine months of 1958 was $4,142,000 (94 cents per share) compared with $4,033,000 (91 cents per share) for same period of 1957. Estimated consolidated earnings including capital gains for first nine months were $4,392,000 ($1 per share) compared to $4,082,000 (92 cents per share) same period last year. Third quarter consolidated earnings were $1,127,000 (25 cents per share) compared to $1,289,000 (29 cents per share) third quarter 1957.

Leonard H. Goldenson, AB-PT president, noted ABC-TV enjoyed audience gain this season in addition to improved billing and expanded daytime schedule. He said theatre business "was well ahead of the previous three months" but not equal to level of theatre income in third quarter 1957. With AB-PT interests ranging through broadcast, movie, phonograph and other fields, he said firm is "nation's most diversified mass entertainment company."

ABC Lining Up Northwest

ABC is three-fourths complete in new am and tv affiliations in Seattle and Portland, Ore., after shift to NBC of King Broadcasting Co.'s KING-AM-TV Seattle and KGW-AM-TV Portland [NETWORKS, Oct. 20 et seq]. ABC announced Friday (Nov. 14) new primary affiliation with KPTV (TV) Portland (ch. 12), effective May 1, 1959. In Seattle, ABC already has primary affiliation with KOMO-AM-TV in Seattle. Left: Radio affiliation gap in Portland.

Price Group Buys WKIX Raleigh

Sale of WKIX-AM-FM Raleigh, N. C., by Theodore I. Oberfelder to Ralph Price, James M. Stephenson, Hugh E. Holder and James G. W. MacLamroch, each 25%, for $125,000 cash plus assumption of $80,000 mortgage and $10,000 note was filed with FCC Friday. Mr. Price is minority stockholder and director in Jefferson Standard Life Insurance Co., parent of licensee of WBT and WBTV (TV) Charlotte and other stations. Mr. Stephensen is principal owner of WFVG Fuquay Springs, N. C., and Mr. Holder WFVG general manager. WKIX is ABC and MBS affiliate on 850 kc, 10 kw day, 5 kw night directional. WKIX-FM is on 96.1 mc with 29.5 kw.

Last-Minute Effort Planned To Avoid AFTRA Net Strike

Negotiators for American Federation of Television & Radio Artists and radio-tv network were scheduled to meet in New York Saturday (Nov. 15) in eleventh-hour effort to avert national strike at midnight Saturday when present contract expires (see page 96). AFTRA reported Friday that three unions, in addition to Screen Actors Guild, have pledged "complete support" in event of strike. They are American Guild of Musical Artists, American Guild of Variety Artists and Actors Equity Assn.

Meanwhile in Los Angeles networks were readying supervisory personnel to take over radio station announcing chores if strike should come over weekend. Although focus of AFTRA negotiations has been on television, network radio is also involved. Should AFTRA strike networks, ABC's KABC, CBS's KNX and RKO Teleradio's KHJ, all in Los Angeles, would be involved. NBC-affiliated (but not owned) KFI Los Angeles negotiated AFTRA agreement few months ago and would not be affected by strike. Neither would operations of non-affiliated stations, whose AFTRA agreements run through April 1959.

Fellows Heads NAB Officials On Programs Saluting Tv Week

Long list of network and station appearances by NAB staff executives is scheduled during National Television Week, which started yesterday (Nov. 16). President Harold E. Fellows will be interviewed Nov. 20 on NBC-TV's *Today* program (early Tv Week story page 78).

Thad H. Brown Jr., NAB tv vice president, will take part in number of network and station programs. Donald N. Martin, public relations assistant to President Fellows, will take part in interviews. Salutes to television are scheduled on programs.

Baltimore Tax Ruling Appealed

Re-argument in Maryland Court of Appeals ruling, which sustained lower court finding that Baltimore city tax on advertising made media is illegal, requested by Hugo A. Ricciuti, acting city solicitor. Repeal of tax, effective since first of year, becomes effective Dec. 31. City has already collected $1.5 million from ad tax, which it must refund as result of court ruling.

RCA Markets New Stereo Unit

RCA Victor Radio & Victrola Div. announced Friday that production will begin Dec. 1 on what it describes as first "magazine-loading" stereo tape player-recorder. Unit, which utilizes recently-developed RCA tape cartridge design, will record and play back either two hours monaurally or one-hour stereophonically, company said.

PEOPLE

DONALD JONES, vice president of MacManus, John & Adams and head of agency's new business committee, appointed head of MJA Los Angeles office. **RALPH YAMBERT,** who temporarily headed West Coast office, has resigned to form his own agency.

DEANE COORDS, copy supervisor, Kenyon & Eckhardt, N. Y., and with agency since 1953, elected vice president. Before he joined K&E, he was creative head of tv and radio at Hewitt, Ogilvy, Benson & Mather (now without Hewitt), N. Y.

MIMS THOMASON, vice president and business manager of United Press International, N. Y., named first vice president of UPI, assuming executive direction of all company operations, and continuing as business manager.

JOHN ESAU, formerly general manager of KWWL-AM-TV Cedar Rapids, Ia., and **NORMAN J. OSTBY,** formerly MBS west coast division, appointed east and west coast regional sales managers, respectively, for Programatic Broadcasting Service Inc., N. Y.

CHARLES E. TRAINOR, former sales promotion manager, WAGA-AM-TV Atlanta, and most recently head of Atlanta office, Forjoe & Co., station representative, to same post with Adam Young Inc. in that city, succeeding **HAROLD PARKS,** transferred to New York headquarters as eastern sales manager.

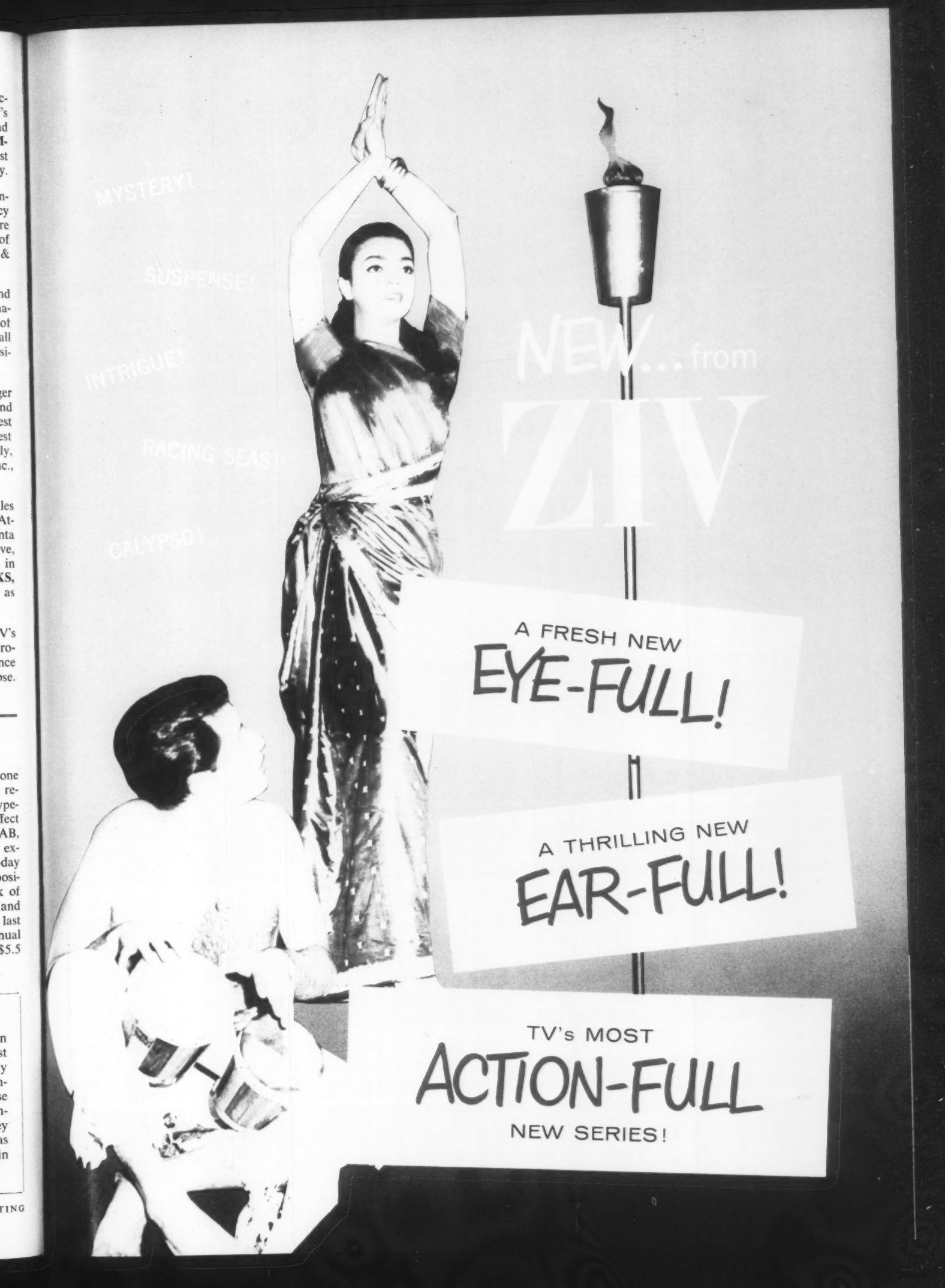
DAVE GARROWAY, host of NBC-TV's *Today* (Mon.-Fri. 7-9 a.m.) returns to program next Monday (Nov. 24) after absence since Oct. 23, when he suffered collapse.

TWX Rate Protests Planned

Tariff schedules by American Telephone & Telegraph Co. and Western Union, as revised, boosting cost of private line teletypewriter service are scheduled to go into effect Dec. 1, FCC spokesman said Friday. NAB, news wire services and other users are expected to protest increases and ask 90-day suspension by Nov. 21 deadline for oppositions, with FCC acting on protests week of Nov. 24. Hearing was held Nov. 12 and resumes Dec. 1. WU was authorized last week to scale down its proposed annual increases from about $7.7 million to $5.5 million.

PAY TV SETBACK

Closed-circuit subscription television promoters got setback in Houston last week when city attorney ruled city had no power to grant pay tv franchise. Seven applicants had franchise petitions pending. Houston City Council deferred action after city attorney ruled that closed-circuit pay tv was not public utility and hence not within city's power to issue franchise.


MYSTERY!
SUSPENSE!
INTRIGUE!
RACING SEAS!
CALYPSO!
NEW... from
ZIV
A FRESH NEW
EYE-FULL!
A THRILLING NEW
EAR-FULL!
TV's MOST
ACTION-FULL
NEW SERIES!

ADVENTURE IN THE

ZIV'S NEW HIT SHOW STARRING

DANE CLARK

A HERO you'll always remember!

JOAN MARSHALL

A HEROINE you'll never forget!

PERIL their partner!
DANGER their cargo!

"Bold

Every week a half-hour
RACING WITH EXCITEMENT...
SIZZLING WITH SUSPENSE!

COLORFUL CARIBBEAN!

Venture

FROM THE FLORIDA KEYS TO TRINIDAD . . .

They find EXPLOSIVE ACTION in every port of call!

CALYPSO!

BONGO DRUMS!

SUSPENSE!

POUNDING SURF!

Here's a dynamic new star team, destined to become TV's greatest romantic pair! They're together and terrific in a series filled with Mystery and Intrigue amid Tropical Splendor!

Yes, Ziv is first again with the NEW, the BOLD, the EXCITING, truly, new dimensions in TV entertainment!

ZIV Television

ZIV'S NEW ONE-OF-A-KIND SERIES . . .

"BOLD VENTURE"

MORE
ACTION
PER MINUTE!

MORE
OUTDOOR ADVENTURE
PER HALF HOUR!

MORE
HEROIC DRAMA
PER WEEK!

. . . to give YOU More VIEWERS!
More SALES! More PROFITS!

Compelling MERCHANDISING and PROMOTION AIDS help you win immediate audience acceptance, build market-wide interest and enthusiasm, pave the way to greater selling success!

ZIV Television

starring DANE CLARK • JOAN MARSHALL

CONQUEST

It's still a rarity to come across a tv series that looks as good—if not better—the second season of its life, but such may well be the case when it comes to *Conquest*, a high-budgeted science program devised by CBS News and sponsored by Monsanto. *Conquest* returned to the air yesterday (Nov. 16) and is due for one more exposure before (it is hoped) the sponsor renews.

Yesterday's hour-long program covered in depth two forms of "power" that have puzzled mankind but which show promise of being harnessed—the power of man's brain and the power of the ocean's waves. Unrelated, perhaps, but nonetheless of vital concern to all, the two topics received a dedicated going-over by a host of producers and writers who obviously know their craft and are sufficiently interested in science to put across a highly-informative and stimulating report.

The incredible pictorial study of how medical science has begun to probe beneath the outer layers of the brain's cortex defies description. Viewers were "taken" into the surgical amphitheatre at Johns Hopkins U. to observe a conscious (but anesthetized) epileptic undergoing electronic exploration of his brain, saw surgeons touch various portions of his "grey matter," eliciting visible responses. They also witnessed fascinating experiments on animals at Yale and Michigan universities.

Less spellbinding (but no less awesome) was CBS' report on how the Stevens Institute of Technology and the U. S. Army Corps of Engineers are fighting sea damage to ships and shores. Audiences were whisked from Montauk Point, Long Island (where the Atlantic is eating chunks out of the headlands) to a dry-land water tank in which model ships are subjected to simulated watery tortures, back to a hurricane-torn harbor, thence to Vicksburg, Miss., where engineers are devising new harborways and breakwaters.

Mystery, commented host Eric Sevareid, is only ignorance. It is television that is bringing this battle over ignorance straight into the nation's living rooms. May it—and CBS—continue to do so, under the benevolent sponsorship of a chemical company which hopes to sell nothing but information at a high cost-per-thousand.

Production costs: Approximately $100,000. Sponsored by Monsanto Chemical Co. through Gardner Adv. on CBS-TV, Sunday, Nov. 16, 5-6 p.m. EST.

Producer: Michael Sklar; associate producer; Harold Mayer; writer: Frank de Felitta; directors: Mr. Mayer and Mr. de Felitta; production managers: Kevin Smith, Stan Ackerman; film editor: Robert Farren; reporters: Eric Sevareid, George Herman; announcer: Nelson Case.

JAZZ IS MY BEAT

M.c. Jim Lowe has found himself a soft beat weeknights on CBS Radio. It's a cool 25 minutes of contemporary music by Elliott Lawrence and his sextet with guest

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Nov. 17-21, 24-26 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Nov. 17-21, 24-26 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Nov. 17, 24 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble, through Grey Adv.

Nov. 17, 24 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Nov. 18 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Nov. 19, 26 (8:30-9 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

Nov. 19, 26 (9-9:30 p.m.) *Milton Berle Starring in Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson Co.

Nov. 20 (9-10:30 p.m.) *Hallmark Hall of Fame,* Hallmark through Foote, Cone & Belding.

Nov. 20 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Nov. 22 (2:15 p.m. to conclusion) *NCAA Football—Iowa vs. Notre Dame,* Gulf Oil through Young & Rubicam, Sunbeam through Perrin-Paus, Libbey-Owens-Ford through Fuller & Smith & Ross and Bayuk Cigars through Feigenbaum & Wermen.

Nov. 22 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Nov. 22 (9-10 p.m.) *Dean Martin Show,* Timex through Peck Adv.

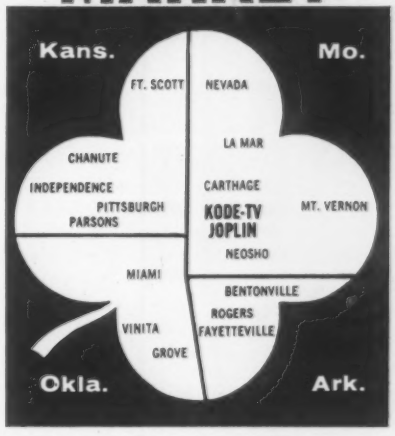
Nov. 23 (6-7 p.m.) *Bell System Science Series,* Bell System through N. W. Ayer & Son.

Nov. 23 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt.

Nov. 23 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Timex through Peck and Greyhound through Grey.

Nov. 23 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

MISSOURI'S THIRD TV MARKET



161,000 TV HOMES*

KODE-TV in the Joplin market covers a 4-state area with 161,000 TV homes, 669,800 population and $776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of 97,750.

KODE-TV in the Joplin market is 28% taller, and 29% more powerful than any competitor.

*Television Mag. Set Count—October '58

CREATED BY KODE-TV

JOPLIN, MO.

KANSAS 12 OKLAHOMA KODE TV MISSOURI ARKANSAS

A member of the Friendly Group

Harry D. Burke, VP & Genl. Mgr. Rep. by Avery-Knodel

WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg; KODE, KODE-TV, Joplin; WPAR, Parkersburg; WPIT, Pittsburgh; KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago

the
PHILADELPHIA
television
audience
METROPOLITAN AREA REPORT
SEPTEMBER, 1958
AMERICAN RESEARCH BUREAU, INC.
PHILADELPHIA JULY, 1958
PHILADELPHIA JUNE 1958
PHILADELPHIA MAY, 1958
PHILADELPHIA APRIL, 1958

First for One Solid Year
THE PHILADELPHIA TELEVISION AUDIENCE
October 1958
STATION SHARE OF SETS-IN-USE SUMMARY
3rd Sta.
WFIL (ABC)
2nd Sta.
Avg SIU
MONDAY THRU FRIDAY
Sign-on to 9:00 AM
9:00 AM to Noon
Sign-on to Noon
Noon to 3:00 PM
3:00 PM to 6:00 PM
Noon to 6:00 PM
6:00 PM to 10:00 PM
10:00 PM to Midnight
6:00 PM to Midnight
SATURDAY
Sign-on to 6:00 PM
6:00 PM to 10:00 PM
10:00 PM to Midnight
SUNDAY
Sign-on to 6:00 PM
6:00 PM to 10:00 PM
10:00 PM to Midnight
SUNDAY THRU SATURDAY
6:00 PM to 10:00 PM
10:00 PM to Midnight
6:00 PM to Midnight
SIGN-ON TO SIGN-OFF
AMERICAN RESEARCH BUREAU, INC.
FACTS ABOUT
STATION SHARE OF SETS IN USE
PHILA., PA.
1957
NOV.
DEC.
1958
JAN.
FEB.
MAR.
APR.
MAY
JUNE
JULY
AUG.
SEPT.
OCT.
WT. AVG.
WFIL-TV
2ND STA.
3RD STA.
12 mos. average - 20.2% greater audience than second station.
A TRIANGLE STATION
WFIL-TV
PHILADELPHIA, PENNSYLVANIA
CHANNEL 6
BLAIR-TV

BEATING the DRUM...

FOR THE MARKET THAT'S

GOING UP, UP, UP, UP!

Retail Sales	UP	3.1%
Employment	UP	1.7%
Number, TV Sets	UP	35.1%

THAT'S MIDDLE GEORGIA,

THE RICH, PROSPEROUS AREA WHERE THEY'RE SPENDING

TODAY!

THE MARKET THAT'S COVERED

ONLY

BY WMAZ-TV

LET YOUR AVERY-KNODEL MAN GIVE YOU THE FULL STORY!

WMAZ-TV
CHANNEL 13
MACON, GA.
CBS ABC NBC

artists who sing and play both standards and such ad-libs as "The Most Minor" and "Wish I Could Shimmy Like My Sister Fred." This show is no place for the moldy fig, who probably resents even use of the world jazz to describe post-1929 music. But for the other nine-tenths of listeners, *Jazz Is My Beat*, with the pleasant banter and musicianly sounds of the boys and girls, seems like a good thing. The thought that a half dozen or more musicians are actually playing there in some studio is an uncommonly luxurious feeling these days.

Production costs: Approximately $3,000. Sustaining on CBS Radio Wednesday, 8:35-9 p.m. EST. Started Sept. 29.

Producer-director: Dick Teela; musical director: Elliot Lawrence; writers: Dick Ellison, Marianna Norris; m.c.: Jim Lowe.

BOOKS

JOURNALISM TOMORROW—edited by Wesley C. Clark; 133 pages. Syracuse U. Press, $4.

This slim volume ought not to be dismissed as another one of those pedantic products turned out to benefit nobody but a university press (and the contributing professors who make such books "must" buying at the corner campus bookstore). For Syracuse has long had one of the better-equipped and staffed journalism schools in the country.

The book covers all aspects of journalism in the future—from Roland E. Wolseley's whimsical (but possibly true) belief that the "reader" of 2000 A.D. will merely have to flick on the slide machine and settle back to scan *Cosmopost* or *Lookalife* to Dr. Philip Ward Burton's prediction that commercials of the future will become more believable or not be shown at all. Eugene S. Foster, chairman of the radio-tv department, feels that tv will have to do something about absentee management.

Of the many chapters in this anthology, the most stimulating is that of Dr. Burton, ex-agency copy chief turned head of the journalism school's advertising department. He predicts that the problem of policing bait advertising will finally lead Congress to back the Federal Trade Commission with sufficient funds to carry out its duties to the satisfaction of most advertisers, who are basically honest and suffer the stigma of association with a "few dishonest" ones.

Dr. Burton also thinks that the public has become so ad-conscious over the past decade that it now can spot the "glibness, slickness . . . and overtone of dishonesty" in the commercial and that it will react accordingly.

Journalism Tomorrow comes with a foreword by Chancellor William P. Tolley who believes it only fitting that a book such as this should be published on the eve of the 25th anniversary of Syracuse's Journalism School. This corner agrees with him as well as with editor Wesley C. Clark, dean of the school, who says the need for a book on the future of journalism "has long been manifest."

OPEN MIKE

In Vernon's Cheering Section

EDITOR:

Your story on Bill Vernon of Blair-Tv [STATIONS, Nov. 3] was fine—real fine, but it didn't go far enough. Bill can be lots of fun but he's also an A-1 salesman. Bill proves that you can have fun while getting your job done—and we sure can use him in this tension-ridden business of ours.

Alice Ross, Radio-Tv Timebuyer
Heineman, Kleinfeld, Shaw & Joseph,
New York City

Ill Wind That Blew Some Good

EDITOR:

During the time when our station participated in teaching school for two weeks [in the midst of the Little Rock integration incident] the *Miss Emily* program became so popular among adults that libraries were flooded and the text book supply was exhausted. Thousands of letters poured in asking us to continue *Miss Emily* with her class at 7-7:30 a.m. Of course, we complied.

Today, because of the Little Rock integration incident and because of tv literally thousands and thousands of people are learning and re-learning American history. *Miss Emily* teaches her course on American History well and in the process inculcates in her invisible students the basic precepts and principles which made this country great.

Henry B. Clay
Executive Vice-President
KTHV (TV) Little Rock, Ark.

Radio's Warm Voice

EDITOR:

We are overwhelmed by the response to the Wanamaker's article concerning our copyrighted radio formula for department stores [ADVERTISERS & AGENCIES, Oct. 20]. Inquiries from everywhere are still coming in.

. . . We still think that a warm radio voice gets better results than cold printed words—except, perhaps, if those words are printed in BROADCASTING!

Bernard J. Kramer
Gresh & Kramer Adv. Agency
Philadelphia

Commends Reynolds' Service Role

EDITOR:

Your story on Reynolds Metals [ADVERTISERS & AGENCIES, Oct. 13] is excellent. I am particularly interested in the outstanding use of radio by this aluminum giant in community and public relations. Companies like Reynolds have learned that radio can talk to the community more effectively

MEMO

The Toledo Market's About To EXPLODE!

. . . to New Dimensions with . . .

WTOL-TV Channel 11

basic CBS TELEVISION

in TOLEDO, OHIO

T N T

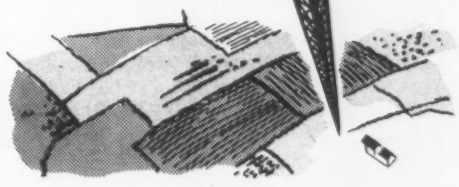
TOLEDO'S NEW TOWER,

1,045 feet of domination for Toledo's brand-new 316,000 watt station, plus new highs in network and local programming are the dynamite.

Don't miss the early December airdate. Don't miss WTOL's bigger Toledo market. For fast facts . . .

WRITE - WIRE - PHONE

RUS STONE
WTOL-TV
604 Jackson St.
Toledo, Ohio
CHerry 3-3291



THE MAN AT H-R TELEVISION, INC.

PETERS, GRIFFIN,

S P O T R A

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

FT. WORTH
406 W. Seventh St.
Edison 6-3349

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932

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Russ Building
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Pioneer Station Representatives Since 1932

BUYERS *are* LISTENERS

But not necessarily VICE VERSA

Audience composition is an important factor in spot radio that every **PGW** Colonel keeps in mind. That's one way he can help in advertising campaign planning. And contrary to a popular saying – "Mostest may not always be Bestest."

Good advertising seeks prospects who can buy the products offered. The radio stations and markets represented by **PGW** are important factors – not only in the communities they serve – but also to every well planned national campaign.

Call **PGW** *today for detailed market information.*

THE CALL LETTERS OF THE SALES GETTERS
West
KBOI—Boise 5,000
KHOW—Denver 5,000
KGMB-KHBC—Honolulu-Hilo 5,000
KEX—Portland 50,000
KIRO—Seattle 50,000
Midwest
WHO—Des Moines 50,000
WOC—Davenport 5,000
WDZ—Decatur 1,000
WDSM—Duluth-Superior . . 5,000
WDAY—Fargo 5,000
WOWO—Fort Wayne 50,000
WIRE—Indianapolis 5,000
KMBC-KFRM—Kansas City 5,000
WISC—Madison, Wisc. . . . 1,000
WMBD—Peoria 5,000
East
WBZ + WBZA—Boston and Springfield 51,000
WGR—Buffalo 5,000
KYW—Cleveland 50,000
WWJ—Detroit 5,000
WJIM—Lansing 250
KDKA—Pittsburgh 50,000
Southwest
KFDM—Beaumont . . . 5,000
KRYS—Corpus Christi . . 1,000
WBAP—Fort Worth-Dallas 50,000
KTRH—Houston 50,000
KENS—San Antonio . . . 50,000
Southeast
WLOS—Asheville 5,000
WCSC—Charleston, S. C. 5,000
WIST—Charlotte 5,000
WIS—Columbia, S. C. . . 5,000
WSVA—Harrisonburg, Va. 5,000
WPTF—Raleigh-Durham . 50,000
WDBJ—Roanoke 5,000
N, WOODWARD, INC.
A D I O

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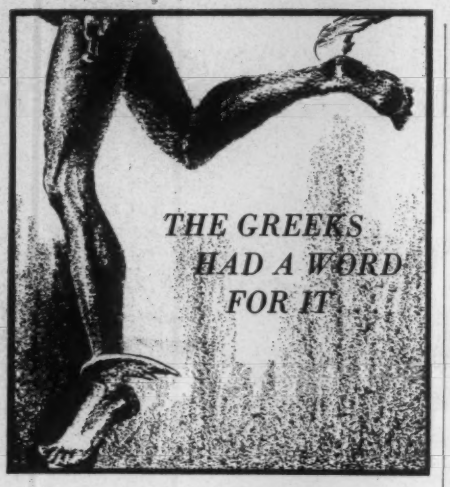
KEX—Portland 50,000
KIRO—Seattle 50,000
Midwest
WHO—Des Moines 50,000
WOC—Davenport 5,000
WDZ—Decatur 1,000
WDSM—Duluth-Superior . . 5,000
WDAY—Fargo 5,000
WOWO—Fort Wayne 50,000
WIRE—Indianapolis 5,000
KMBC-KFRM—Kansas City 5,000
WISC—Madison, Wisc. . . . 1,000
WMBD—Peoria 5,000
East
WBZ + WBZA—Boston and Springfield 51,000
WGR—Buffalo 5,000
KYW—Cleveland 50,000
WWJ—Detroit 5,000
WJIM—Lansing 250
KDKA—Pittsburgh 50,000
Southwest
KFDM—Beaumont . . . 5,000
KRYS—Corpus Christi . . 1,000
WBAP—Fort Worth-Dallas 50,000
KTRH—Houston 50,000
KENS—San Antonio . . . 50,000
Southeast
WLOS—Asheville 5,000
WCSC—Charleston, S. C. 5,000
WIST—Charlotte 5,000
WIS—Columbia, S. C. . . 5,000
WSVA—Harrisonburg, Va. 5,000
WPTF—Raleigh-Durham . 50,000
WDBJ—Roanoke 5,000
N, WOODWARD, INC.
A D I O



MERCURY
ΣΠΟΥΔΗ
SPEED

. . . . . all right, all right, we *know* his Greek name is Hermes, but out here in Ohio, we like to call him by his plain everyday Latin name of Mercury.

Now—in very olden times, when the gods hung around Mount Olympus, doing the nectar and ambrosia bit, Mercury sped around the place on his winged feet, acting as Messenger for Zeus, and spreading the news around among the gods. The gods probably were very fond of Mercury, because without him to tell them what was going on, they'd have had to scrounge around and get the news as best they could.

No doubt about it, Mercury was the fastest kid of his day, but in this electronic century, he'd be way out of date. For instance (and here comes the commercial) he couldn't compete today with WCKY's Newsbeat. Cincinnatians know they can depend on WCKY's Newsbeat to bring them the news of the day, and we do mean fast! Most local stories are heard FIRST on WCKY's 33 Newsbeats a day. All Cincinnati is speedily informed of what goes on locally and nationally in concise, up-to-the-minute newscasts on the hour and half hour. Cincinnati relies on WCKY for news, because Cincinnatians know that WCKY brings them the news first!

. . . . . If you'd like to know more about WCKY and how it can sell your product, call Tom Welstead at WCKY's New York Office, or AM Radio Sales, Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

at such a small investment and lead the way in public and community relations.

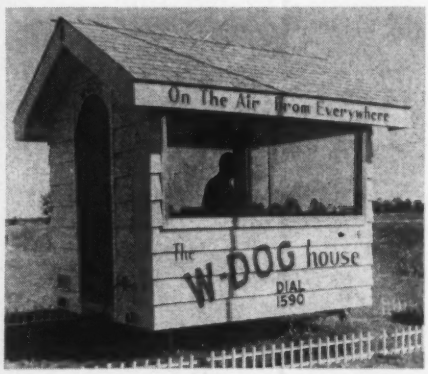
Simon Goldman, President
WJTN Jamestown, N. Y.

Broadcasters' Doghouse

EDITOR:

Noticing the king-size trends KNUZ Houston and WEHH Elmira Heights, N. Y., have spotlighted in their areas [PROGRAMS & PROMOTIONS, Oct. 20], I feel WDOG is entitled to join the swing.

Here is our "W-DOG House" which has created quite a sensation in our Eastern Michigan coverage area. We believe it to be the world's largest doghouse. Completely



equipped for remote broadcasting, it was the gift of a local industry, Fisher-Insley Corp. (aluminum products) of Marine City, Mich.

John S. Bell, General Manager
WDOG Marine City, Mich.

Not in KSTT Ownership

EDITOR:

. . . You have been referring to one Mel Foster as 25% owner of KSTT [GOVERNMENT, Oct. 27]. Mr. Foster does not now own 25% of KSTT nor did he at any time own 25% of this station.

Frederick Epstein
KSTT Davenport, Iowa

Announcers' Champion

EDITOR:

Sincere thanks to Robert P. Geary for his Oct. 20 MONDAY MEMO from all of us who regard announcing as a profession.

Henry Mabry
WBRC-TV Birmingham, Ala.

Getting The Right 'Textbook'

EDITOR:

This is to confirm our telephone conversation concerning use of BROADCASTING as a text in my introductory radio-television course this fall. Please send 61 three-month subscriptions.

Eugene S. Foster, Chairman
Radio and Television Dept.
Syracuse U.
Syracuse, N. Y.

. . . Send 100 subscriptions in bulk to expire June 1, 1959.

Dr. David R. Mackey
Division of Communication Arts
Boston U.
Boston, Mass.

Enclosed is list of names for 44 one year student subscriptions.

Harvey J. Pope
Director of Broadcasting
American U.
Washington, D. C.

Twelve members in my class would like to enter a bulk subscription.

Donald S. Dixon
Dept. of Radio and Television
U. of Alabama
University, Ala.

Here's our order for 15 three-month subscriptions.

Virgil C. Hicks
Dept. of Journalism and Radio-Television
Texas Western College
El Paso, Tex.

Orders for 19 subscriptions are enclosed.

Temple U.
Philadelphia, Pa.

The Eyes Have It

EDITOR:

At a recent embassy dinner, I had the pleasure of passing an hour with Peter Ustinov, tv and stage actor, producer, director, writer and currently top man on "Romanoff & Juliet's" totem pole. He has an amazing knowledge of American politics and — to my pleasant surprise — of CBS News' weekly contribution to the political scene, *Face the Nation.*

He proceeded to tote up all my recent guests, gave a critique of each one's re-

marks and then whipped out an old envelope and sketched this version of a typical six-eyed *Face the Nation* guest.

Theodore A. Ayers
Producer, Face The Nation
CBS Washington

MEMO

Check Orlando, Fla.!

This boom-town next to world's largest missile center is fastest growing market in U. S. . . . . Radio WHOO is fastest-growing station. Hooper survey (Aug.-Sept.) shows it #1!

And, WHOO has twice as much power as any other station in power-packed market!

Check WHOO in Orlando!

for information call

JOHN T. RUTLEDGE
General Manager

Sparkling NEW Radio in Orlando

WHOO

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Represented by
VENARD, RINTOUL & McCONNELL, Inc.
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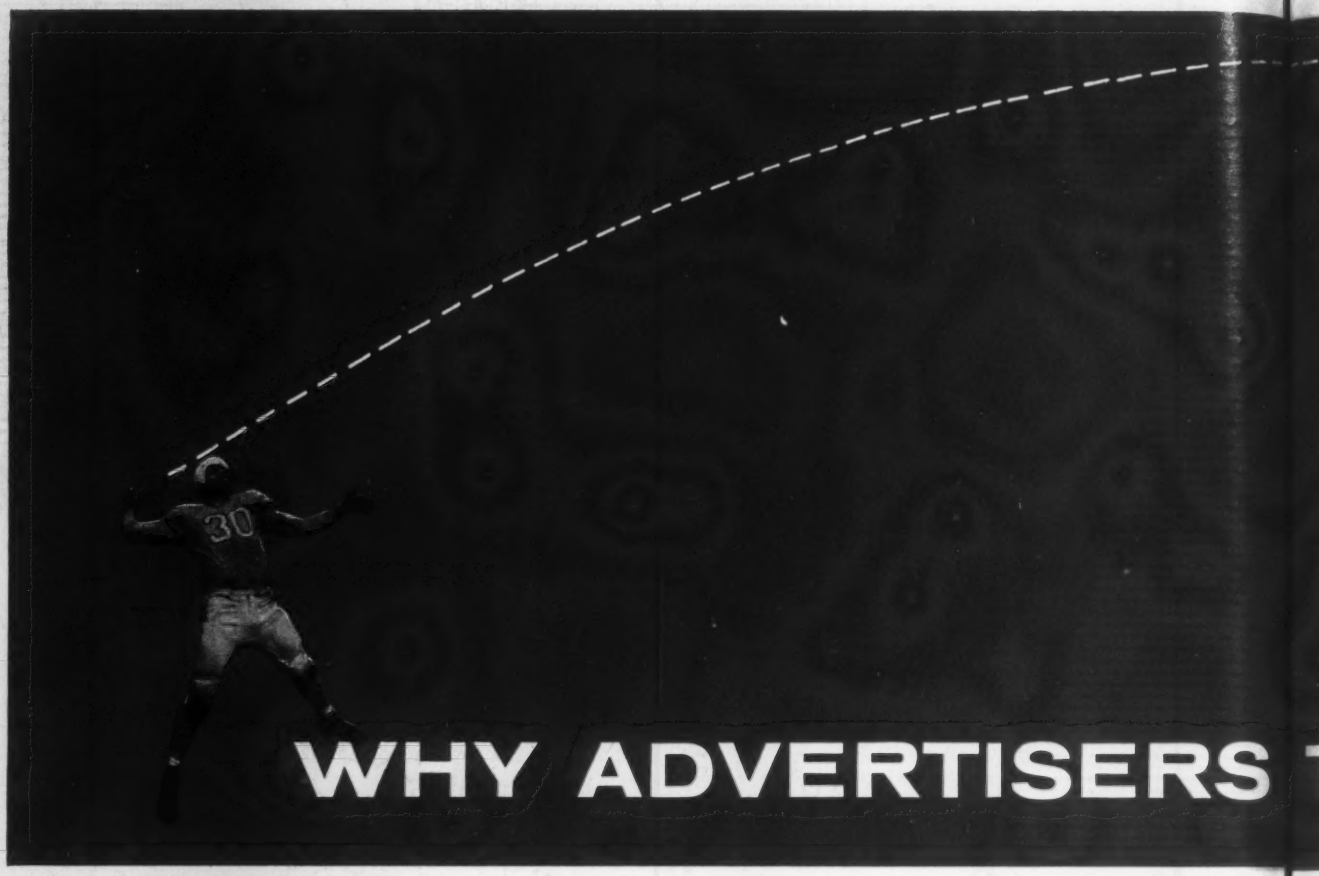
DORA-CLAYTON

WHOO	WVLK	WFKY
ORLANDO, FLORIDA	LEXINGTON, KENTUCKY	FRANKFORT, KENTUCKY

Radio Stations



WHY ADVERTISERS

On the football field, nothing gains so much ground so fast as a smooth-working aerial offensive.

On the far bigger field of today's retailing – whether local, regional or national – the direct route to selling that scores is also via the air. Well-aimed Radio campaigns are carrying more and more advertisers' messages over the competition's line, into profitable backfields where sales are made.

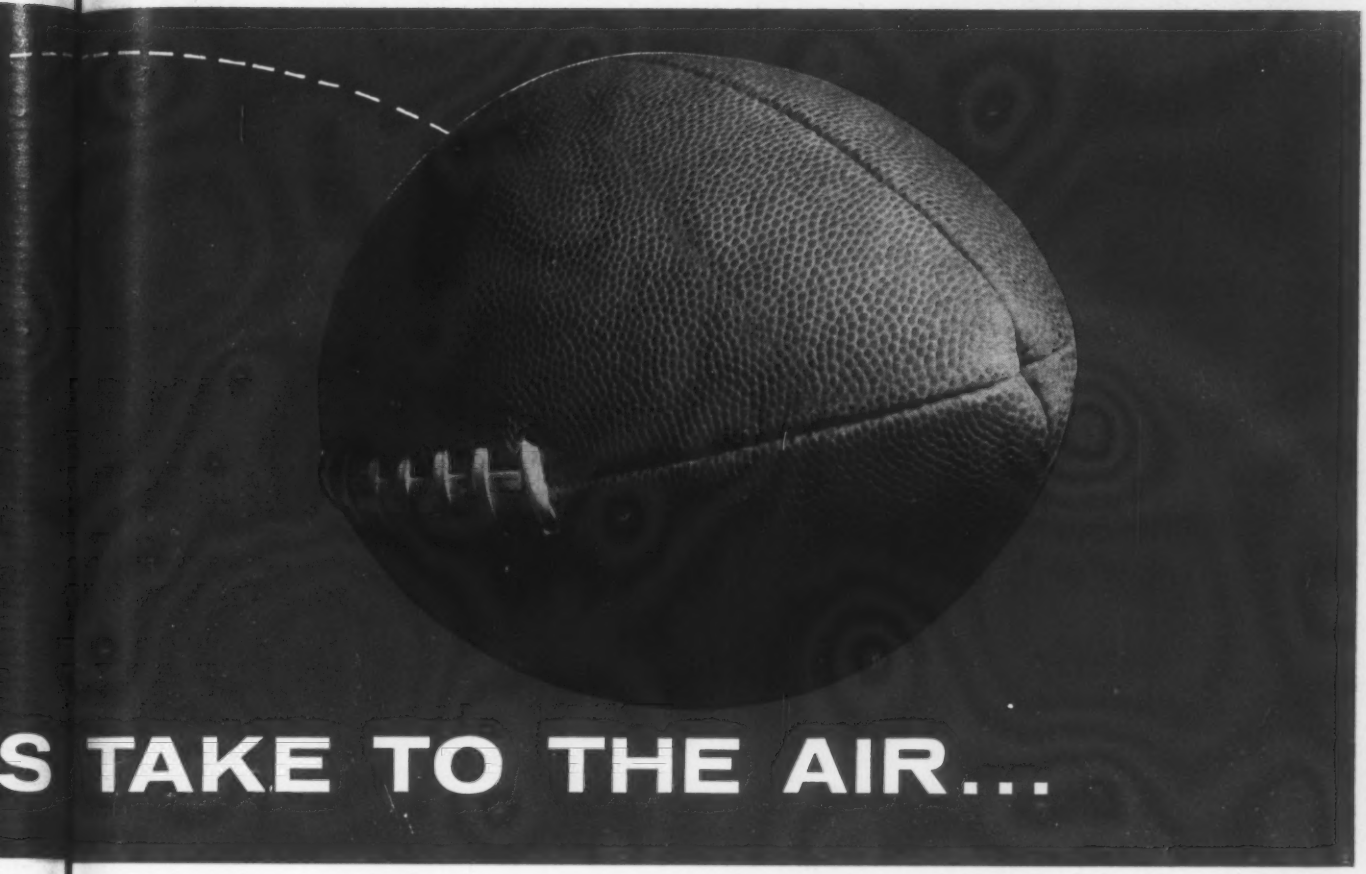
The renaissance of Radio in the face of dour prophecies from the sidelines is a matter of record. Last year, Radio scored a gain of approximately 10% in dollar volume – proportionately more than any other major medium – and also upped its share of total advertising appropriations by over 5%. In short, the once-mourned ghost has never been so solid and substantial as it is today.

If you haven't lately examined the bulging dimensions of the Radio medium at the kick-off of its 1958-59 season, the following facts belong in your program:

- there are now 3,823 broadcasting stations (3,271 AM; 552 FM) on the air.
- 48,900,000 U.S. homes have one or more Radio sets – representing almost 97% national coverage.
- last year, 15,427,738 more sets were sold to an estimated 30.6% of all U.S. families.
- 37,200,000 automobiles now have Radio receivers.
- excluding out-of-home listening, the average home spends nearly two hours a day tuned in to Radio.
- 1957 was Radio's biggest year yet, with $622,500,000 of advertisers' money invested in this medium.
- during the first half of 1958, 85.4% of the top 100 advertisers (excluding liquor) used Radio – and more than 1,300 national and regional brands were being sold by Radio.

Just as on the gridiron, statistics don't necessarily tell the whole story about a team or the kind of game it plays. For in its three-and-a-half decades of existence, the character of Radio as a medium has changed drastically – and, most of all, in the past few years. So omnipresent and all-pervasive is its force that millions (including advertisers) often take it for granted.

Yet Radio is the only true "24-hour medium". It has moved out of the parlor into every part of the home. The multiple-set household has become the rule rather than the exception. Radio awakens people in the morning, joins them at breakfast, rides with them to work or shopping, helps lighten housekeeping tasks, fills the final moments before bedtime. Radio travels to beaches and lakes and picnics; its voice is heard in shops and factories and business places.



S TAKE TO THE AIR...

Compacted into tiny transistorized "personal radios", it becomes standard equipment in purses and pockets. It beguiles teen-agers and octogenarians alike. It supplies the nation's major source of hour-by-hour news,* the latest scores, the newest tunes. Radio has something for everyone – and virtually everyone is a Radio listener!

Despite its quiet power and universally-proven influence, the medium of Radio won only six cents out of every advertising dollar spent during 1957. This year, the share promises to be greater. But it is still less than the selling potential of America's most all-embracing instrument of communication truly deserves.

Have *you* looked at Radio's advertising merits lately? Have you evaluated its renewed vigor . . . its remarkable economy . . . its realistic ability to sell and *keep* sold more people at less cost than any other medium in the whole roster of advertising methods?

Maybe you're missing something. Maybe, in fact, you're missing out on one of the biggest sales-builders at the command of today's businessmen. Why not find out for sure before somebody else does? Because Radio, you see, is a daily friend of more customers than any other advertising medium in all of America!

* *Example? A recent survey shows that 55.8% of the public would seek to verify a war rumor by tuning in Radio. Only 23.3% said they'd rely on newspapers; 20.9%, television.*

WE *BELIEVE* IN RADIO

That's why we are publishing this advertisement in its behalf. Since 1931, BROADCASTING Magazine has been *THE* authoritative reporter of everything new and significant in the field of electronic media and broadcast advertising. With the largest (by far) editorial and news-gathering staff in its field . . . the most extensive background of knowledge about every phase of broadcasting . . . and the prestige of having literally "grown up" with this multi-million dollar business — it is only logical for BROADCASTING to be recognized as the most authentic, most widely-read journal in the fast-moving realm of Radio (and Television).

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

WILS
5,000
LIVELY WATTS
LANSING
FIRST IN AUDIENCE
... more than 100% greater audience* than any station heard in the Lansing area.
FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing ... WILS produces the *most coverage for your money.*
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WILS reaches 210,490 Radio homes in the 17 county central Michigan area ... 1st in Michigan in C.S.I.
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music news sports
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WPON

OUR RESPECTS

to Gerald Wilson Tasker

Gerald Tasker, Cunningham & Walsh's angular and astute vice president and director of research, is the daddy of Videotown, an annual study of viewer habits (see story, ADVERTISERS & AGENCIES).

In late 1947 and early 1948, when tv showed signs of becoming commercially feasible, C&W (then Newell-Emmett, which had experimented with tv programming) formed a committee to look into the situation. But the group never got off the ground; the reason: no data available.

Mr. Tasker was assigned to come up with facts about tv. He did what came naturally to a skilled researcher: he set up his own laboratory, picking a "typical" American city (New Brunswick, N. J.) which is near New York and its tv channels but not a suburb of the city and has a balanced population.

His interviewers stalked New Brunswick, asked depth questions of set owners and dealers, and a pattern soon was established. Now in its 11th year, Videotown is highly-respected, has become one of the tv business' guideposts and is used as a textbook at many schools.

Though Videotown is a highly publicized coup, several other high-water marks etch Mr. Tasker's career over the 33 years since he founded the agency's research department. Among them a coast-to-coast coincidental radio check for Liggett & Meyers in 1932 before a Hooper report existed; a recall technique in 1939 for measuring radio spots; use of consumer panels in 1943 to pretest radio shows, and in 1953 the selection of a laboratory city in the Midwest to study consumer durables. Added to these were several market research techniques developed and pioneered to test products, designs and packaging.

Gerald Wilson Tasker, fresh out of Harvard Business School with a master's degree and already strong on marketing research, became *the* Newell-Emmett research department in 1925. Already in back of him was a Bachelor of Arts degree with a major in economics at Washburn College, Topeka, Kan., from which he was graduated in 1922. When he joined the agency, it was only a few years old and had but one floor in a building across from Gimbel's department store at 32nd St. in New York. In these years, Mr. Tasker met and married Rebecca Scott, a copywriter at B. Altman & Co. department store in New York.

Appointed director of research in 1940 and elected a vice president in 1951, Mr. Tasker through the years has kept pace with the "change" in advertising research techniques. For example, when Mr. Tasker started with Newell-Emmett he did all the interviewing and wrote the reports; today a staff of 40 plus freelancers are engaged, Mr. Tasker planning and supervising the projects. Research in the early days was "nose counting" but today the field bears the imprint of psychologists, sociologists and statisticians. But, he recalls, certain techniques used years ago in copy testing even then incorporated motivational methods.

'The whole field of marketing has expanded," says Mr. Tasker. At one time, researchers in advertising relied on individual judgment. Today subject matter is more complex and more competitive with marketing business men needing more facts than ever before. As additional media broke on the scene (radio and then tv, for example), the researcher kept with it, adapting new techniques to the new media. In the first years of Videotown, the agency staff itself interviewed, later other people were trained and now the staff supervises resident interviewers.

Gerald W. Tasker, a Topeka native, tried out for football at Washburn, landed a berth as cheer leader, was manager of the dramatic club and played amateur theatre roles, was in summer stock on a Chautauqua circuit, couldn't borrow enough money for Yale Dramatic school but did raise enough to enter post-graduate study at Harvard. Also one summer, he worked his way to Europe and back, starting with $25 in his pocket.

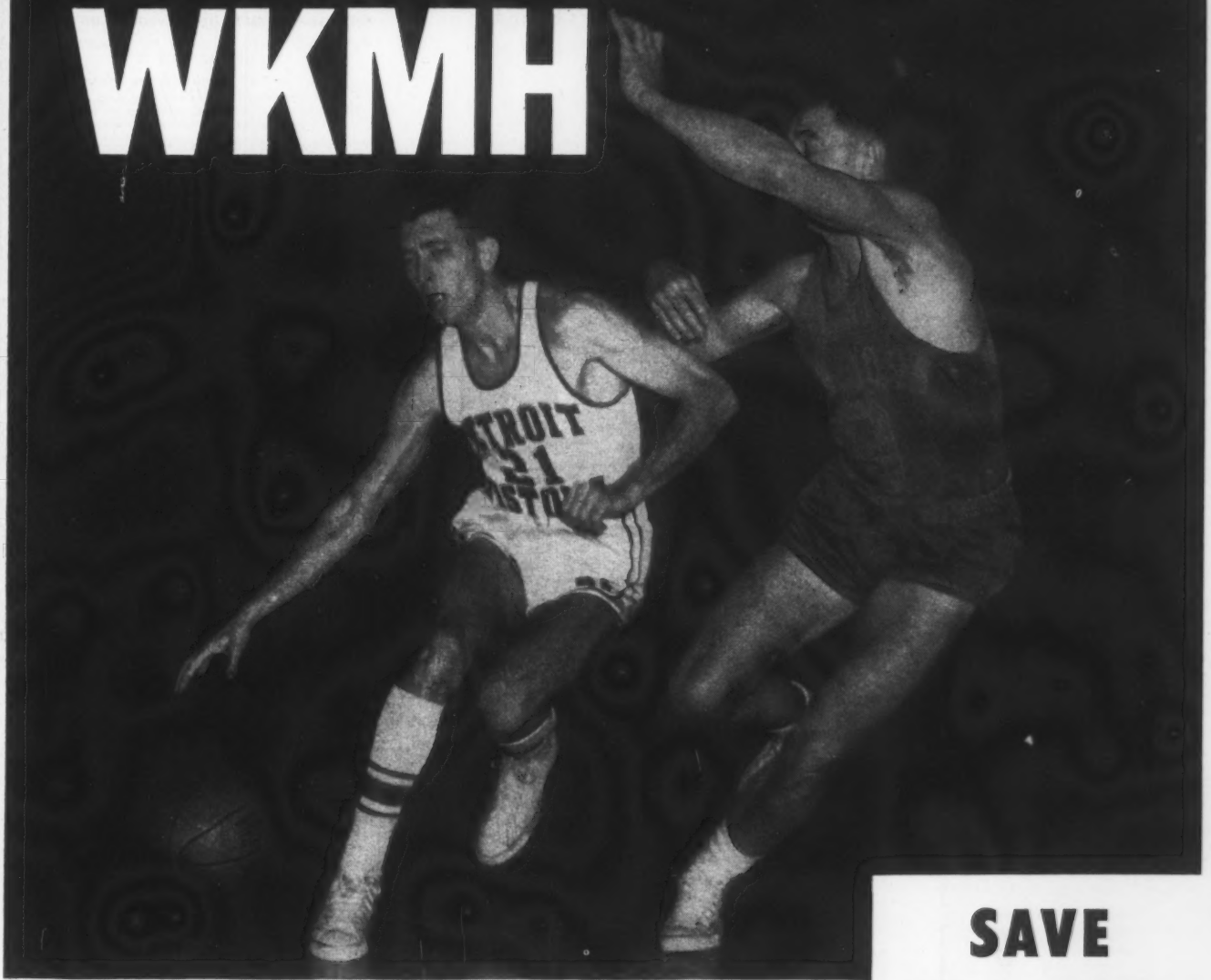
Mr. Tasker is a ruralized New Yorker. He's left the Bucks County (Pa.) farm (and apple orchard) he once owned and has acquired another farm in Hunterdon County (N.J.) where he currently is engaged in redoing the house, landscaping and planting some 200 evergreens. At breakfast and before departing by train for Madison Avenue, 65 miles away, he has watched a doe and fawn peacefully wandering just outside his window.

The Taskers' son, John Scott Tasker, is with the Hazeltine Corp. Aside from the chores which go with country living, Gerald Tasker busies himself with trade groups: he's a member of the American Marketing Assn., the Market Research Council of New York City, and a founding member of the Copy Research Council.

you get *more action* on

DETROIT'S SPORTS STATION

WKMH



DETROIT TIGERS BASEBALL...

DETROIT LIONS FOOTBALL... and now...

DETROIT PISTONS BASKETBALL

Van Patrick, WKMH Sports Director and nationally known sportscaster, says—"Everywhere I travel across this great nation of ours, I hear—'DETROIT'S THE *GREATEST* SPORTS TOWN!'" Sports station for the Detroit Tigers, Lions and Pistons, WKMH is the "*action route*" to BIG SALES RESULTS in the rich Detroit market. *LET WKMH WORK FOR YOU!*

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FRED A. KNORR, PRES. • REPRESENTED BY HEADLEY-REED

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By using 2 or more of these powerful stations

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WKHM Jackson, Mich.
WELL Battle Creek, Mich.
WSAM Saginaw, Mich.

USE 4 OR 5 STATIONS...SAVE 15%
USE ANY 3 STATIONS....SAVE 10%
USE ANY 2 STATIONS....SAVE 5%

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,727,100
Families	531,200
Retail Sales	$2,076,120,000
Effective buying Income	$2,852,363,000
Source	1958 Survey of Buying Power (Sales Management)
Number TV Homes	398,800
Source	Neilsen Coverage Service No. 2

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
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PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

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*Reg. U. S. Patent Office

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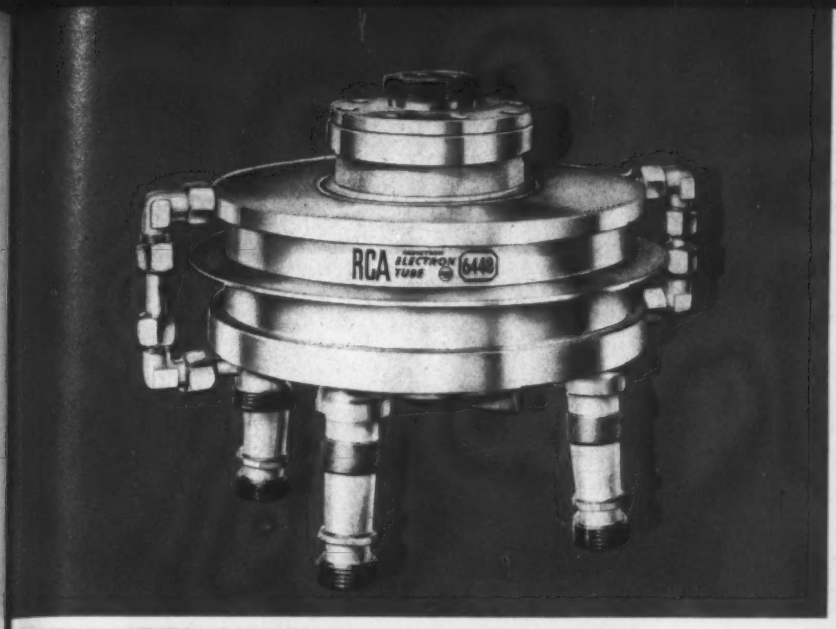
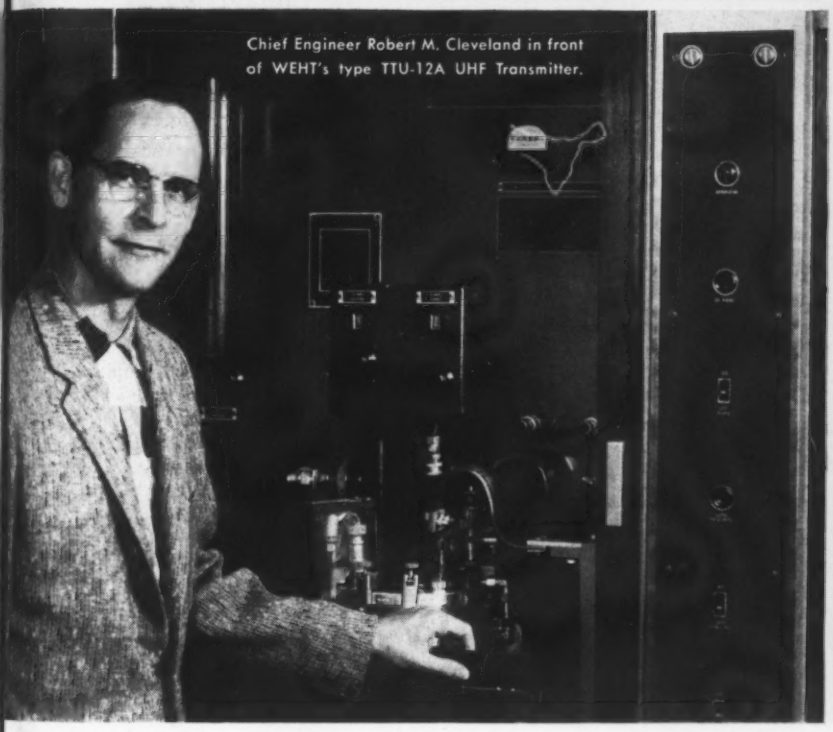




Chief Engineer Robert M. Cleveland in front of WEHT's type TTU-12A UHF Transmitter.

11,000 hours on Channel 50

...and going strong

Here is what Chief Engineer Robert M. Cleveland at WEHT-Television, Evansville, Indiana, says about the RCA-6448 beam power tube:

"We are pleased to report that one of our RCA-6448's has now clocked 11,000 hours of service in our visual power amplifier. And the tube is still delivering top performance. Long tube life like this reduces transmitter operating expense—and we like it."

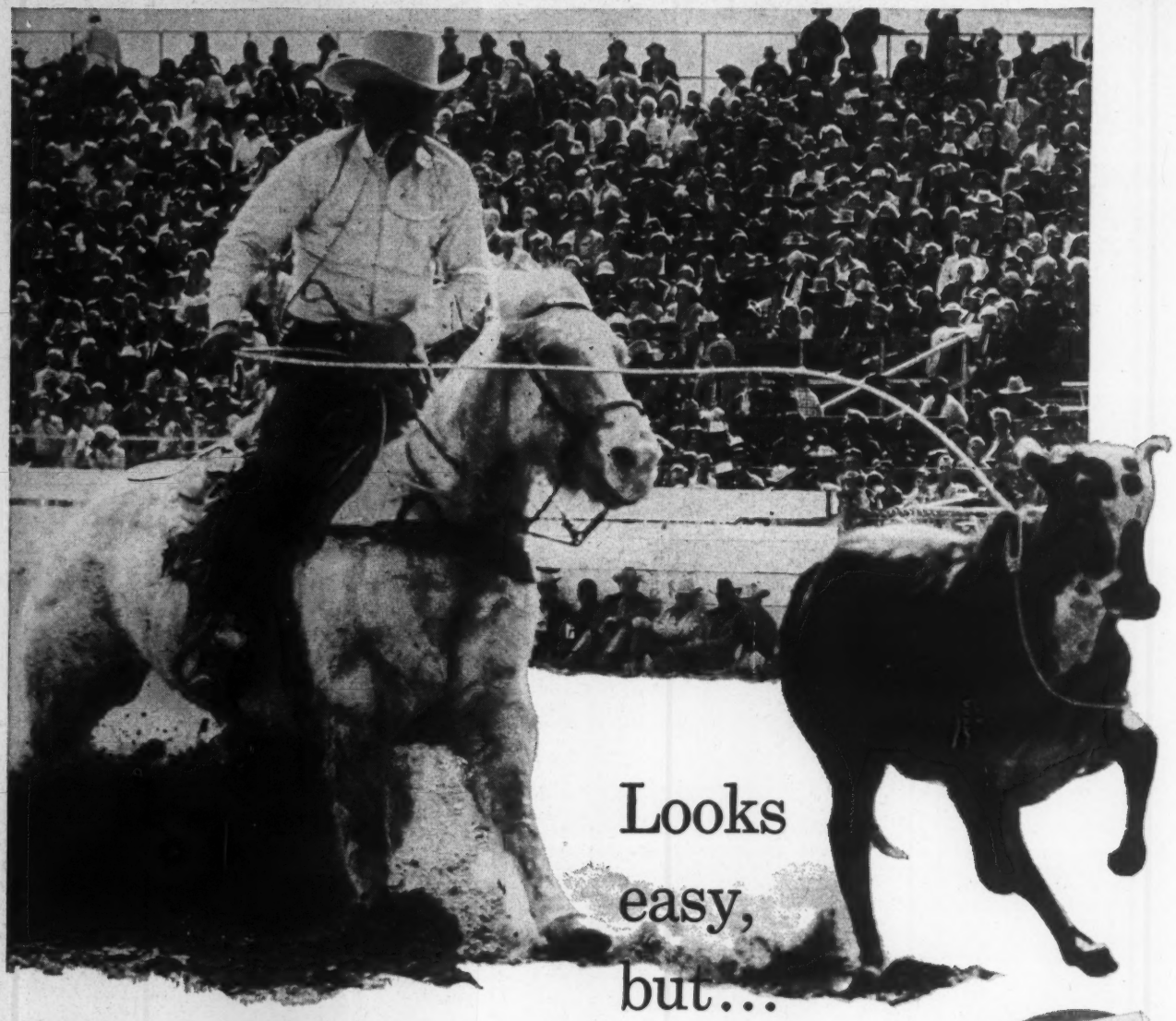
A recent survey shows that many UHF-TV stations using RCA-6448's are now averaging more than 4000 hours of useful life on this tube. And many 6448's deliver top performance well beyond the warranted life span of this type. Thus, average life expectancy continues upward. WEHT's happy experience is a case in point.

Lower tube expense per hour of operation, and high tube operating reliability are two important reasons why telecasters have put their trust in RCA power tubes through the years.

Your RCA Electron Tube Distributor is at your service with RCA Tubes for broadcasting and telecasting operations.

RADIO CORPORATION OF AMERICA

Electron Tube Division — **Harrison, N. J.**



takes plenty of know-how

Here's perfect coordination between man and mount. Makes the roping job seem simple, although it takes plenty of Know-How. And in any major market, it's the perfect coordination of many complex program elements that keeps a big percentage of radio sets virtually roped-and-tied by habit to one leading station. Local Radio Programming, the vibrant force behind Spot Radio's spectacular growth, demands great creative skill on the part of station-management – skill in developing an overall program structure that consistently builds maximum audience for the stations – and sales for its advertisers. It is a difficult exacting job, but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by

THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio, through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price $1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N. Y.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 20 NOVEMBER 17, 1958

WHY JOHN CUNNINGHAM ATE HIS WORDS

- **Full report of Videotown 1958 shows big upswing in tv viewing**
- **It contradicts C&W predictions of tv stabilization year ago**
- **Another finding: new boom in housewives' a.m. radio listening**

There's bigger news out of Videotown than John P. Cunningham let on.

Three weeks ago the president of the agency which has surveyed Videotown annually for the past 11 years said he had been wrong in 1957 when he announced that television viewing had stabilized [ADVERTISERS & AGENCIES, Nov. 3; also see box, page 32].

How wrong he was came to full light last week with the release of the 1958 Videotown report. The "typical American city" used by Cunningham & Walsh to measure the impact of television has supplied two important 1958 media trends:

• Television viewing is at an all-time high, reversing a slightly downward trend in 1956 and 1957.

• Housewives have returned to morning radio listening in a big way.

The boom in morning radio listening by housewives led Gerald W. Tasker, C&W research vice president, to term the radio trend "the biggest news in Videotown this year." [See profile of Mr. Tasker, page 26.]

Mr. Tasker summed it up this way:

• About one out of every two women tuned in some time before noon, with 8-to-10 a.m. the favored hours.

And he emphasized it:

• On the five weekday mornings, the average housewife listened to radio a total of 5 hours 48 minutes, a 109% increase over 1957.

Television, too, made dramatic media news:

• Viewing time per person for the week totals 22 hours 7 minutes. This is 20% of one's entire waking life, said Mr. Tasker.

A year ago the 1957 C&W Videotown study [LEAD STORY, Dec. 9, 1957] warned that viewers were getting choosy about their tv programs and that only an improvement in the creative quality of programs could boost audience size.

And a year ago C&W said some of the excitement had gone from tv and in the future only small up-and-down changes could be expected in the amount of tv viewing from year to year.

Instead, the 1958 report shows an important upward swing.

There's a slight drop in total radio listening for all persons during the week but otherwise both radio and tv did very well in the 1958 Videotown report.

On the other hand there's some bad news for "other activities":

• Newspaper reading among adults is down slightly, mainly among housewives; magazine reading has dipped a bit; so has movie attendance.

Mr. Tasker added significantly:

• Total tv viewing survives changes in basic living patterns, with people still finding time for tv whether engaged in work or enjoying a variety of leisure-time activities.

Here are the summarized findings of the 1958 Videotown survey:

Television Viewing • The 1956-57 dip in tv viewing has been wiped out by the 1958 showing in Videotown (see tables). The average viewing time per person, 22 hours 7 minutes for the week, is broken into 15 hours 48 minutes during the five weekdays and 6 hours 19 minutes during the weekends. Weekday viewing is up 2¼ hours since 1957.

Children are the only family members who have cut down on their tv time since 1957. They (youngsters and teenagers) look about an hour less a week in 1958 but this is far outweighed by the important gains in adult viewing. Children under 10 are the most ardent morning viewers—weekdays 33%, Saturdays 43%, Sundays 16%.

An important finding is the percentage of people who watch tv on an average weekday—84% compared to 81% in 1957. Lowest point is Sunday morning, followed by Saturday morning.

Here are Videotown preferences:

Men—Westerns 76%; variety 41%; sports 30%.

Women—Variety 46%; general drama 39%; situation comedy 36%; westerns 27%.

What do they dislike?

Men—Quiz programs most of all; only 10% dislike westerns.

Women—Quiz programs most of all; 33% dislike westerns.

Tv didn't get much of a boost as an edu-

EIGHT-YEAR AUDIENCE PROFILE

Here is the record of television viewing and radio listening in television homes on the average weekday in Videotown for each year since 1951.

Watch Tv

	in '51	'52	'53	'54	'55	'56	'57	'58
WIVES								
Morning	2%	10%	12%	22%	17%	11%	11%	11%
Afternoon	10%	18%	19%	25%	27%	20%	20%	25%
Evening	71%	73%	78%	79%	89%	81%	86%	87%
All Day	72%	76%	80%	83%	92%	85%	89%	89%
ALL PEOPLE—AVERAGE								
Morning	1%	5%	8%	14%	11%	10%	10%	12%
Afternoon	7%	15%	14%	16%	20%	17%	16%	23%
Evening	68%	70%	73%	74%	85%	75%	78%	79%
All Day	70%	72%	76%	77%	87%	79%	81%	84%

Listen to Radio

	in '51	'52	'53	'54	'55	'56	'57	'58
WIVES								
Morning	25%	33%	42%	45%	43%	39%	30%	44%
Afternoon	15%	19%	16%	17%	13%	14%	16%	18%
Evening	7%	13%	12%	15%	14%	14%	17%	14%
All Day	34%	42%	50%	52%	52%	47%	43%	51%
ALL PEOPLE—AVERAGE								
Morning	10%	15%	22%	23%	25%	23%	19%	21%
Afternoon	6%	9%	8%	8%	8%	9%	9%	8%
Evening	5%	8%	9%	10%	10%	12%	16%	9%
All Day	16%	22%	28%	30%	33%	32%	32%	28%

IN VIDEOTOWN 1958 . . .

TV VIEWING: WEEKDAY AND WEEKEND

	Average Person			Wives		
	Avg. Wkday	Saturday	Sunday	Avg. Wkday	Saturday	Sunday
% Viewing						
Morning	12%	11%	5%	11%	3%	2%
Afternoon	23	18	25	25	14	20
Evening	79	75	75	87	78	82
All Day	84	79	78	89	80	84
Avg. Hrs./Day—When Viewing						
Morning	2.06 hrs.	2.43 hrs.	2.17 hrs.	1.94 hrs.	2.00 hrs.	1.50 hrs.
Afternoon	1.73	3.28	1.63	2.30	2.81	2.66
Evening	3.18	3.20	3.42	3.68	3.75	3.80
All Day	3.61	3.86	3.92	4.17	3.92	4.00
Avg. Hrs./Day—All People (Viewing or Not)						
Morning	.24 hrs.	.27 hrs.	.12 hrs.	.21 hrs.	.07 hrs.	.04 hrs.
Afternoon	.41	.58	.40	.58	.40	.52
Evening	2.51	2.39	2.56	3.21	2.91	3.13
All Day	3.16	3.24	3.08	4.00	3.38	3.69
Avg. Hrs./Week (7 Days)						
Morning		1.59 hrs.			1.16 hrs.	
Afternoon		3.03			3.82	
Evening		17.50			22.09	
All Day		22.12			27.07	

RADIO LISTENING—WEEKDAY AND WEEKEND

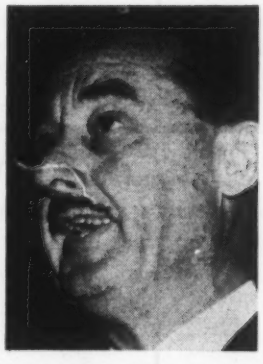
	Average Person			Wives		
	Avg. Wkday	Saturday	Sunday	Avg. Wkday	Saturday	Sunday
% Listening						
Morning	21%	21%	17%	44%	34%	27%
Afternoon	8	8	8	18	11	12
Evening	9	9	4	14	13	5
All Day	28	30	23	51	44	35
Avg. Hrs./Day—When Listening						
Morning	1.43 hrs.	1.33 hrs.	1.33 hrs.	2.65 hrs.	1.55 hrs.	1.49 hrs.
Afternoon	1.31	1.27	1.33	1.46	1.50	1.46
Evening	1.12	1.30	1.13	1.16	1.33	1.06
All Day	1.67	1.44	1.45	2.90	1.77	1.75
Avg. Hrs./Day—All People (Listening or Not)						
Morning	.29 hrs.	.28 hrs.	.23 hrs.	1.16 hrs.	.53 hrs.	.40 hrs.
Afternoon	.10	.10	.10	.26	.17	.17
Evening	.10	.11	.05	.18	.17	.05
All Day	.49	.49	.38	1.58	.87	.62
Avg. Hrs./Week (7 Days)						
Morning		1.96 hrs.			6.73 hrs.	
Afternoon		.70			1.64	
Evening		.66			1.02	
All Day		3.32			9.39	

THE CLARITY OF HINDSIGHT

John P. Cunningham (r), president of Cunningham & Walsh, was surprised to learn that television viewing reached an alltime high in the agency's test city in 1958.

A year ago, quoting 1957 Videotown findings, Mr. Cunningham told the Assn. of National Advertisers that tv viewers were getting choosy and the excitement was gone from tv. In an address to the San Francisco Advertising Club three weeks ago he said, after scanning the 1958 Videotown figures:

"Today I would like to publicly eat that statement [ADVERTISERS & AGENCIES, Nov. 3]."



cational medium for children, judging by the Videotown results. Given a chance to let off steam, mothers resented, to some degree, the advertising pressures and types of products advertised. They agreed the children love the commercials and are influenced by them. Most deplored the effect of killing and gunfire; some objected to bad grammar in cartoons; some felt tv kept the children indoors too much; they were most concerned about the power tv exercises over childrens' credulity and playing habits.

On the other hand, they are delighted with tv's role as a baby-sitter and its availability for disciplinary measures. They said it keeps the kiddies from fighting and keeps them occupied. C&W said they blame sponsors, perhaps unfairly, for not providing more educational programs for children. And, C&W suggested, perhaps they should blame themselves "for not leading their children to the more educational programs—of which there are many."

Radio Listening • Radio still makes its best showing in the morning, particularly with housewives (see tables). The increase in housewife listening is substantial. Their weekday (Mon.-Fri.) radio time totals 7 hours 54 minutes, a big jump since 1957 when the total was 4 hours 55 minutes. And their total morning listening has doubled (109%)—5 hours 48 minutes (weekdays) in 1958; 2 hours 47 minutes in 1957. There's a slight gain in afternoons, too, but night listening of housewives is down slightly.

Saturday listening runs similar to weekdays, but Sunday is the poorest radio day for all individuals. The housewife audience increased in 1958 to 51% listening on an average weekday. It was 43% last year.

Radio listening by the average person totals 2 hours 27 minutes from Monday through Friday, down from 2 hours 43 minutes in 1957. The average for the whole week is 3 hours 19 minutes; similar figure not available for past years. Morning radio listening exceeds tv viewing for all people.

Non-Television, Non-Radio Activities • While total time spent on broadcast viewing and listening has increased, other activities generally have shown some decreases since last year. "There is less reading, smaller attendance at movies or other sports events," C&W reports, with the recession suggested as one of the reasons.

Housewives have cut their newspaper reading, bringing down the reading time for all adults. Men are spending the same amount of time on their newspapers. The level of newspaper reading is still a high one, it is stated, with the amount of time remaining constant over the years.

Newspapers make their best showing Sunday morning, which is well above Saturday or weekday mornings. For the day as a whole there isn't much difference in the number of readers between weekday or weekend.

Magazine reading has declined slightly from last year, says C&W, tracing this to a drop in the percent of women reading.

And movie attendance is down slightly for the year. Saturday is the best movie day with Sunday ranking second.

Also showing drops are weekday attendance at sports events by men, along with entertaining and visiting among adults. Weekends naturally were found much more popular than weekdays for entertaining and visiting.

C&W's entry into Videotown weekend activities covers churchgoing, driving and picnics as well as broadcast attention. In about half of Videotown's families someone went to church on Sunday, with women leading. The church going ratio: husbands 36%, wives 45%, children (under 10) 37%, children (10-18) 47%, adult males 22%, adult females 53%.

Every Sunday, during the springtime measurement period, about 17% of the people enjoyed outdoor recreation—11% on an auto ride, 3% at the shore, 2% on a picnic, 2% in sports activity such as golf, fishing or horseback riding.

Only 3% of people took part in these outdoor activities on Saturdays.

The Test City • The guinea-pig city used to study the impact of tv on the family is New Brunswick, N. J. For 11 years Cunningham & Walsh has conducted a major research project, affixing the label Videotown to its "typical American city." Professional researchers do depth studies in homes to provide information on listening and viewing habits.

IS THE TIMEBUYER'S WELCOME MAT OUT?

Panel evaluates the good and bad in visits by station executives

Where does the visiting station executive stand in the eyes of the agency timebuyer? Is he welcome? Does he do any good for himself or his host?

These and other questions were put to NBC Spot Sales' third Timebuyer Opinion Panel, and their answers are being announced today (Nov. 17) by Thomas B. McFadden, vice president in charge. On the whole, they paint an optimistic picture.

The responding panel represents opinions of 254 timebuyers at 173 agencies across the country. They were divided into two classifications: by billing (above or below $5 million in the broadcast media) and by location (within or outside of New York, Chicago-Milwaukee and Los Angeles-San Francisco). This is what they said about station callers:

HOW OFTEN DO THEY COME? The average timebuyer receives 14 visits a month (16 in the larger agencies, 12 in the smaller). Radio executives account for seven of these in agencies of all sizes, while tv visitors make up nine of the calls to larger agencies, five of those to smaller agencies. The survey notes, however, that 54% of the respondents say they receive fewer than 11 visitors each month, while 10% report 30 or more visits.

WHY DO THEY CALL? In most (4 out of 5) cases the visitor is after new business, while in half he's there to update station and market information. The respondents grade three other reasons as each accounting for about a third of the calls: servicing existing schedules, seeking renewals and reporting on merchandising and/or promotion support.

ARE THEY HELPFUL? Most timebuyers find they are, 61% replying the visits always or frequently are beneficial (among larger agencies this feeling was held by 65% of the respondents, among smaller agencies by 57%). Another 37% answered the visits were helpful only sometimes, while 1% said they were never helpful.

DO CALLS PAY OFF? A resounding "yes" came back to this question, 95% of the panel saying the visits at least sometimes influence buying decisions (26% said frequently, 69% said sometimes). In terms of agency size, 17% of the larger agencies attribute frequent influence to the visits, compared to 34% of the smaller agencies. The ratios are reversed on the "sometimes" influencing power of station callers: 73% of the larger agencies, 64% of the smaller ones. Only 5% say they are never influenced (9% larger, 2% smaller).

WHAT DO THEY PITCH? A lot of them make formal station or market presentations, nearly all (96%) of the respondents saying they've gotten that variety, but only one in four (27%) saying they're at all frequent. The larger agencies in the major timebuying centers get most of them. The man with a specific proposal for the agency client is a frequent visitor to 53% of the panel's respondents.

Visitors don't spend much time selling the overall spot medium vs. competing media, but they do spend a lot of time knocking competing stations. While stating this type of "negative selling" is much deplored, the survey reports 24% of timebuyers as saying visitors always or frequently do it, 64% say they sometimes do, and only 11% say visitors never do. The incidence of knocking the competition was found less severe in smaller shops as well as outside the major centers.

The visits provide new and valuable information to 58% of the panelists, and sometimes do to 40%. The agencies in major centers apparently gain more in this regard than their colleagues outside.

HOW DO AGENCIES BENEFIT? Three specific gains drew the most mentions: (1) increased knowledge of the market—45%, (2) increased knowledge of the station—28%, and (3) establishment of personal relationships—25%.

WHEN SHOULD THEY COME? It's a toss-up, according to most of the NBC Spot Sales panelists, three out of five saying it makes no difference to them. (There was a definite distinction in agency sizes in this regard; 70% of respondents from smaller agencies say it doesn't matter against 57% in larger agencies.) Among those who do care, the preference is for May, June and July, while the least-favored times are Sep-

HOW TO WIN TIMEBUYER FRIENDS AND INFLUENCE THEIR BUYING

A code of etiquette for the station executive calling on an agency timebuyer came out of the NBC Spot Sales Timebuyer Opinion Panel. Digested into a list, it reads:

DO

- Discuss my accounts with rep salesmen before you see me.
- Find out my particular likes and dislikes before you come in.
- Tell me something new—something I didn't get from your rep.
- Try to see several of us at once if you have a general presentation.
- Ask your rep whether my accounts are active or inactive.
- Give me prepared presentations—with or without physical aids.
- Make a specific client proposal whenever possible.
- Be creative in suggestions for my accounts.
- Know what my clients' competitors are doing in your market.
- Give me news about my clients' local representatives or distributors.
- Have field information on product movement in your market.
- Know programming formats of all the stations in your market.
- Be able to tell me about competitors' rates, policies, facilities.
- Have detailed market information on your fingertips.
- Be prepared to document claims.
- Have a tape or film representing station's programming.
- Bring latest ratings and have facts on audience composition.
- Give me the "feel" of your market, station, management.
- Be armed with sales success stories—national and local.
- Have copies of your proposal available for account men and clients.
- Have something to leave with me.

DON'T

- Don't just drop in to say "hello"—have a specific purpose.
- Don't come in without an appointment—make it through your rep.
- Don't take too much time—make it short and sweet.
- Don't embarrass me—make sure I know your name and call letters.
- Don't be disorganized—arrange materials for an orderly, intelligent discussion.
- Don't come in unless there's at least a remote possibility of doing business.
- Don't be late.
- Don't talk too much—listen to the rep salesman's approach.
- Don't come in with a flippant attitude.
- Don't spend a lot of my time on irrelevancies—cut the frills.
- Don't visit when I'm buried with work—ask your rep.
- Don't cry or complain about business you lost in the past.
- Don't be dishonest—even if it's only a little white exaggeration.
- Don't insist on explanations.
- Don't knife your competition—unless you can back it with facts.
- Don't base your pitch on a single isolated rating survey.
- Don't offer me a special "deal" that your rep doesn't know about.
- Don't try to force me to divulge confidential information.
- Don't come in too often.
- Don't call on account men or clients without letting me know.

WHO VISITS . . . AND HOW OFTEN?

About how many out-of-town radio-tv executives visit you in average month?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Radio 1- 5	140	55	60	52	80	57	79	54	61	57
Visits 6-10	67	26	32	28	35	25	39	26	28	26
11-15	23	9	11	10	12	8	14	10	9	8
16-20	9	4	4	4	5	4	7	5	2	2
21 plus	15	6	7	6	8	6	7	5	8	7
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%
Average visits	7		7		7		7		8	
	#	%	#	%	#	%	#	%	#	%
Tv 1- 5	151	60	58	51	93	66	82	56	69	64
Visits 6-10	57	22	25	22	32	22	32	22	25	23
11-15	18	7	13	11	5	4	15	10	3	3
16-20	15	6	10	9	5	4	12	8	3	3
21 plus	13	5	8	7	5	4	5	4	8	7
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%
Average visits	7		9		5		7		6	

SHOULD REP SALESMEN COME ALONG?

Do you prefer that representative salesmen accompany station executives who visit you?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Yes	154	61	78	68	76	54	112	77	42	39
No	6	2	1	1	5	4	1	1	5	5
No strong opinion	92	36	35	31	57	41	33	22	59	54
No answer	2	1	0	0	2	1	0	0	2	2
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

DO YOU GLEAN NEW KNOWLEDGE?

To what extent do visits from station men provide you with valuable information (market, station, competition, talent) that you did not have before?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Always	12	5	3	3	9	6	7	5	5	5
Frequently	136	53	61	53	75	54	90	61	46	42
Sometimes	101	40	46	40	55	39	47	32	54	50
Never	2	1	2	2	0	0	1	1	1	1
No answer	3	1	2	2	1	1	1	1	2	2
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

DO VISITS INFLUENCE YOUR BUYING?

How often do visits by station executives have an effect, directly or indirectly, on your purchase of time?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Always	0	0	0	0	0	0	0	0	0	0
Frequently	67	26	20	17	47	34	32	22	35	32
Sometimes	173	69	83	73	90	64	106	73	67	62
Never	13	5	10	9	3	2	8	5	5	5
No answer	1	0	1	1	0	0	0	0	1	1
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

WHAT ABOUT STATION CALLS ON YOUR CLIENTS?

After the station executive has talked with you, how often do you suggest or approve his suggestion that he call on your clients?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Always	15	6	6	5	9	7	7	5	8	7
Frequently	56	22	22	19	34	24	27	19	29	27
Sometimes	134	53	65	57	69	49	82	56	52	48
Never	41	16	17	15	24	17	25	17	16	15
No answer	8	3	4	4	4	3	5	3	3	3
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

. . . . AND IF YOU'RE NOT TOLD ABOUT THESE TALKS?

Do you approve of station executives calling on your clients without your prior knowledge?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Yes	16	6	6	5	10	7	11	7	5	5
No	190	75	87	76	103	74	111	76	79	73
No strong opinion	47	19	20	18	27	19	23	16	24	22
No answer	1	0	1	1	0	0	1	1	0	0
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

What timebuyers think about station callers; See boxes this spread for full panel report

tember, October and December. As to which months are most effective in influencing buying decisions, July, August and September take the edge, with March, April, May and December considered the least favorable.

SHOULD THEY SEE THE CLIENT? Such action is indicated in some cases, but is not to be advised without the timebuyer's knowledge. The panel's consensus: 28% always or frequently recommend or approve the station executive's calling on the client, but 75% do not approve of such a visit without their approbation. Regardless of how the timebuyers feel, do the station men go on to the client without telling them? They frequently do, say 8%, and they do sometimes, say 74%. And when they do, say 84%, the timebuyer hears about it.

Regarding station visits to the agency's account executive, the feeling is not so strong. Only 52% object to these calls without their knowledge.

WHERE'S THE REP? He's along, at least most of the time. Always, according to 48% of the timebuyers, and frequently, according to another 37%. Only 2%, and those in smaller agencies outside the major centers, never see the representative with the station executive. This finding matches agency desires: 61% say they prefer to have the rep present, especially in the major centers (77%).

These buyers like calls

Here are some individual comments volunteered by timebuyers who participated in the NBC Spot Sales survey:

MORT YANOW, *radio-tv director, Feigenbaum & Wermen, Philadelphia.*

There isn't a rep in the country that can tell me as much about a station as can someone of that station's management team. Additionally, I find invaluable the establishment of a personal contact between agency and station. Unfortunately, these trips are made only once or twice a year and too many calls are crammed into too few days. As a result, meetings are arranged at the last minute and are almost invariably rushed. To complicate matters further, the rep usually uses up valuable time impressing his station man as to the excellent selling job he has been doing with this agency.

THOMAS J. MacWILLIAMS, *tv director, Smith, Taylor & Jenkins Inc., Pittsburgh.*

Basically, station executives should backstop their salesmen or reps with "glad hand" trips. Most timebuyers get run-of-mill availabilities, ratings, rate changes, etc., from regular sales calls. Often, a fresh viewpoint, or overall appraisal of station, from a different source—even if it's just a review of facts already known by timebuyer—is beneficial to the timebuyer and could result in additional schedules on the station then or later.

Sometimes it's the personal pledge of a top station executive to see that the client gets the audience he pays for—that the station will go all out in publicity and promotion and will work with local outlets for increased distribution—that gives the assurance needed to swing the billing from a competitive station or medium. This he can do only with an occasional face-to-face meeting with the customer, or prospective customer.

BEN LEIGHTON, *timebuyer, Campbell-Mithun, Minneapolis.*

Executive visits are extremely important —even more so when sales managers come well prepared with information. This makes the time spent with them worth while, both for us and them. The timebuyer needs information in large, specific amounts, well organized, well planned. Only in this way can the station man help the timebuyer do a high-level job for the client.

MAHLON J. SAXON, *timebuyer, Leo Burnett Co., Chicago.*

To some extent, every market presents a unique buying situation. There are differences of geography, business and economic conditions and racial and social characteristics from market to market which will sometimes figure in a mature media buy. Station executives can render a real service by explaining these "other considerations" to buyers who might not otherwise become aware of them.

DONALD E. LEONARD, *media director, W. B. Doner & Co., Baltimore.*

My visitors are generally divided into two types (1) those who obviously are trying to help my accounts with creative selling and aggressive promotion efforts if they already have a schedule, and (2) those who are looking for an order, regardless of benefits they may be able to offer the account, or for that matter, the benefits they cannot offer the account. Under this second classification are those station men who evidently feel they owe a media man lunch because a schedule was purchased, is about to be purchased or is under consideration. This is a vice in our industry, and sorry to say, generally accepted by station and media men alike. Generally, the visits I receive from station men and/or their reps are helpful; they do help in solving marketing problems, distribution problems, etc. You would go a long way to find a group of men in any field who would be more cooperative, honestly interested in the success of what they sell, and who are as important to the success of any effort as the executives of radio and tv stations.

LYNN DIAMOND, *timebuyer, Emil Mogul Co., New York.*

I think they are extremely helpful and would like to see people who have my business as much as those pitching. Local market information is constantly needed and this is the best way to update.

MAX TENDRICH, *executive vp & media director, Weiss & Geller Inc., New York.*

We consider these visits most important. Timebuyers and account men should be on

WHAT ABOUT STATION TALKS WITH ACCOUNT EXECS?

After the station executive has talked with you, how often do you suggest that he call on an account executive in your agency?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Always	6	2	1	1	5	4	1	1	5	5
Frequently	50	20	15	13	35	25	19	13	31	29
Sometimes	137	54	67	58	70	50	87	60	50	46
Never	51	20	28	25	23	16	37	25	14	13
No answer	10	4	3	3	7	5	2	1	8	7
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

. . . . AND IF YOU'RE NOT TOLD ABOUT THESE TALKS?

Do you approve of station men calling on agency account executives without your prior knowledge?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Yes	41	16	13	11	28	20	15	10	26	24
No	131	52	68	60	63	45	92	63	39	36
No strong opinion	76	30	30	26	46	33	36	25	40	37
No answer	6	2	3	3	3	2	3	2	3	3
Total respondents	254	100%	114	100%	140	100%	146	100%	108	100%

HOW DOES THE STATION MAN'S VISIT HELP YOU?

What is the one most pronounced complaint you have about visits paid you by station executives?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Market information	114	45	59	52	55	39	67	46	47	43
Personal contact	64	25	30	26	34	24	38	26	26	24
Programming info.	22	9	10	9	12	9	10	7	12	11
Future programming plans	7	3	3	3	4	3	3	2	4	4
Station information	70	28	28	25	42	30	33	23	37	34
Merchandising-promotion info.	10	4	5	4	5	4	4	3	6	6
Understanding of clients' problems	27	11	12	11	15	11	18	12	9	8
Competitive media information	6	2	4	4	2	2	4	3	2	2
Local retailer-distributor info.	2	1	1	1	1	1	2	1	0	0
Improvement of schedules	11	4	4	4	7	5	8	5	3	3
Information not otherwise available	18	7	4	4	14	10	12	8	6	6
A free lunch	4	2	2	2	2	2	1	1	3	3
Competitive product information	4	2	0	0	4	3	2	1	2	2
No answer	12	5	7	6	5	4	10	7	2	2
Total respondents	254	*100%	114	*100%	140	*100%	146	*100%	108	*100%

* Percents add to more than 100 due to multiple mentions. Similarly, multiple answers above exceed "Total Respondents."

WHAT IRKS YOU ABOUT THESE CALLS?

What is the one most pronounced complaint you have about visits paid you by station executives?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.		Agency Location: Major Centers		Agency Location: Other Cities	
	#	%	#	%	#	%	#	%	#	%
Unaware of clients' problems	28	11	12	11	16	11	18	12	10	9
Too much time	56	22	32	28	24	17	39	27	17	16
No specific purpose	36	14	16	14	20	14	18	12	18	17
Wrong time for visit	11	4	7	6	4	3	8	5	3	3
Insufficient info.	26	10	8	7	18	13	9	8	17	16
Disparage competition	6	2	3	3	3	2	4	3	2	2
Insufficient notice	6	2	2	2	4	3	5	3	1	1
Exaggerate facts	5	2	3	3	2	2	2	1	3	3
No appointment	30	12	14	12	16	11	14	10	16	15
Duplicate rep's work	13	5	9	8	4	3	9	8	4	4
Request confidential information	1	0	1	1	0	0	1	1	0	0
Lack of preparation	8	3	4	4	4	3	5	3	3	3
Insufficient competitive station info.	2	1	1	1	1	1	1	1	1	1
Offer "special deals"	1	0	0	0	1	1	0	0	1	1
Expect immediate decision	2	1	0	0	2	2	2	1	0	0
Lack of follow-through	1	0	0	0	1	1	1	1	0	0
No complaint	49	19	19	17	30	21	29	20	20	19
Total respondents	254	*100%	114	*100%	140	*100%	146	*100%	108	*100%

* Percents add to more than 100 due to multiple mentions. Similarly, multiple answers above exceed "Total Respondents."

a first-name basis with station managers. Better availabilities and certainly more merchandising help, pinpointed to the local situation, can result. Often reports on activities of district managers may be important.

ARNOLD E. JOHNSON, *director of broadcast facts, Needham, Louis & Brorby, Chicago.*

It's mutually beneficial to get to know station top management people face to face —the people directly responsible for making our advertising dollars pay off. Then when special problems arise we know personally with whom to deal.

ART TOPOL, *timebuyer, Donahue & Coe, New York.*

Station executive visits are helpful to the buyer, since the visit in many cases may give the buyer a better insight on the station—its programming, competitive products and market information—instead of relying upon various research sources. From these visits may develop special promotions, a better understanding of the clients' objectives, and usually a better relationship for future campaigns in the market.

JACK SEVERSON, *radio-tv director, Mathisson & Associates, Milwaukee.*

On the whole, we welcome visits from station executives. Their intimate (although biased) knowledge gives us a sharper insight into their markets and competition. This is especially true when we receive visits from competitive executives within a few weeks of each other.

CHARLES N. CAMPBELL, *head timebuyer, MacManus, John & Adams, Bloomfield Hills, Mich.*

Station visits are always valuable. It is important to know the broadcasters in person. Agencies can learn an amazing amount from the local station personnel. It also behooves agency personnel to go all out for station people and to show them around and acquaint them with agency operations and procedures.

DOUGLAS S. PARKER, *timebuyer, N. W. Ayer, Philadelphia.*

In this day of "formula" radio, it is more and more important for buyers to dig deep to learn all they can about each station's "personality"—programming, talent, etc. By the same token it becomes most important for stations to get out and sell themselves. Personal contact is one of the best ways. If station men realized how important this is, we would see more of them, more often!

MARK SCHREIBER, *president, Mark Schreiber, Adv. Inc., Denver.*

Often really sizable sales which require front office, top level promotional and merchandising extras are best concluded most quickly by station executives and agency management.

FRANK THOMPSON, *buyer, Ted Bates & Co., New York.*

Many station executives have been (or are) salesmen. They are voluble, frequently charming, usually pleasant, occasionally belaboring and rarely rude. Some of them are sensitive enough to know the difference between a polite buyer who is rushed and another who is actually "caught up" and encouraging conversation. Most visits by station execs provide a refreshing interruption, if they are in tune with office conditions.

ROBERT GLATZER, *timebuyer, Ben Sackheim, Inc., New York.*

Station executive visits are as important to me as any single method of station evaluation. Station executives should not feel it necessary to make a pitch when they visit. This is the responsibility of the rep. The station executive's function should be to create an overall picture of his market, and the role the station plays in serving it.

HELENE SELLERY, *media supervisor, Stromberger, LaVene, McKenzie, Los Angeles.*

A visit from a station executive is the next best thing to a buyer's visiting the market. He is an invaluable source of station and market information not otherwise available, or overlooked in the multitude of promotional pieces that comes across a buyer's desk. He creates an image of his station, his competitors and the market which when added to existing data, supplies the buyers with a broader base for evaluation.

EDITH CURTISS, *media manager, Botsford, Constantine & Gardner, San Francisco.*

We most appreciate constructive information on markets which comes from their personal knowledge and is not available in routine presentations made by representatives. Sometimes valuable information on competitive situations (station and accounts) may be obtained. Station executives can also be a little more generous with offers of merchandising cooperation than can the representative.

Buyers who dislike calls

ROBERT C. HALL JR., *media director, Cargill, Wilson & Acree, Richmond.*

Unless the piece of business is quite large, I prefer to deal exclusively with the representative. Although it is nice to have met the people with whom you deal, I do not feel they greatly influence buying decisions.

R. S. WILLIAMSON, *account executive, timebuyer, Bennett Advertising Inc., Charlotte.*

Station executives' calls are useless. In practically all cases the national reps have presented data necessary for agency's action. Perhaps this is a sore spot with me—but the "professional affability" of the station executives quite frequently works against their own interests. Frequently they handicap their national reps who have to accompany the station executives, in the majority of cases—a "gotta take 'em around and God how I hate it!" type of chore for reps.

MURRAY DONNELLY, *assistant media director, BBDO Inc., Los Angeles.*

Generally it's not necessary to see station people. If the local representative is on the ball, he keeps you up-to-date on necessary media and market data. We mainly see these people as a courtesy to the local representative.

MISS PAT WAGNER, *media buyer, Doe-Anderson Adv. Agency Inc., Louisville.*

If a station has a proper and good representative, the station executive call is just so much excess baggage for us. Most station men rely more on "friendliness" than on brass tacks selling. It's difficult to pull out of them the real selling points for their stations.

FRANK D. SWEENEY, *timebuyer, Lambert & Feasley, New York.*

Station men who visit account execs or

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,926,000 people in the U. S. over 12 years of age during the week Oct. 31-Nov. 6. This is how they spent their time:

72.0%	(90,667,000) spent	2,075.4 million hours†	WATCHING TELEVISION
59.8%	(75,304,000) spent	1,049.0 million hours	LISTENING TO RADIO
80.8%	(101,748,000) spent	415.4 million hours	READING NEWSPAPERS
32.3%	(40,674,000) spent	210.7 million hours	READING MAGAZINES
23.9%	(30,101,000) spent	364.5 million hours	WATCHING MOVIES ON TV
21.5%	(27,075,000) spent	111.0 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 112,138,000 people over 12 years of age have access to tv (89.1% of the people in that age group); (2) 43,441,000 households with tv; (3) 47,856,000 tv sets in use in U. S.

Always Remember: the BIG GAME In Radio Is the ADULT AUDIENCE . . .

If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

91%* OF WHEC LISTENERS ARE ADULTS

*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data — March, 1958

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

NAME THE *NEW* KANSAS NETWORK

KAKE-TV

WICHITA

with Associates

KTVC and KAYS-TV

WIN AN INTEREST IN A PRODUCING OIL WELL!

GRAND PRIZE

"YOUR OWN OIL WELL" — **$1,000 CASH** or a royalty share in a producing KANSAS OIL WELL, which may yield winner total income of $10,000 or more.

THREE OTHER FABULOUS PRIZES

SECOND PRIZE: A whole Grade "A" PRIZE-WINNING KANSAS BEEF processed and delivered to your desk, home or locker. Total retail value $400.00.

THIRD PRIZE: 50 Bushels of KANSAS WHEAT, from this year's bumper crop. Value $100.00 cash.

FOURTH PRIZE: Shares in BEECH, BOEING and CESSNA Aircraft, representing Kansas' great Aircraft Industry. Total present market value $100.00.

RULES FOR ENTERING CONTEST:

The contest is open to all Advertising Agency personnel, 18 years of age or over, living in the continental limits of the United States except employees (and their immediate families) of KAKE-TV, KTVC, and KAYS-TV, the KATZ Agency, and the Reuben H. Donnelley Corporation.

Read the facts about the three-station market which now blankets 70% of the TV homes in Kansas . . . then name the Network and state the reason for the name in fifty (50) words or less. Enter as many times as you wish, each entry must be accompanied by a different 50-word statement. Mail to NAME THE NETWORK, BOX 8500-A, CHICAGO 77, ILLINOIS, and include your name, address and the company for which you work.

Entries will be judged on originality, uniqueness, and aptness of thought. All entries will be judged by The Reuben H. Donnelley Corporation whose decision will be final. If the winning name is duplicated, final judgment will be on the basis of the originality, sincerity and aptness of thought of the accompanying 50-word statement. Entries must be the original work of the contestant and become the property of KAKE-TV, and none will be returned. All entries must be postmarked no later than midnight, December 12, 1958, and received no later than midnight, December 19, 1958. Your entrance in this contest constitutes full permission without further compensation for the use of your entry in any way KAKE-TV and its associates see fit.

Winners will be announced on January 19, 1959. KAKE-TV and associated stations will furnish an estimate of the well's present and future earnings to assist winner in choosing life-of-the-well income or $1,000.00 in cash. Duplicate prizes will be awarded in case of ties.

NETWORK FACTS:

KAKE-TV, Channel 10, Wichita, went on the air October 19, 1954, an ABC affiliate. Through superior facilities, personnel and production "know-how," a network ideally suited to the market, and the finest feature films available to television (MGM, Warner Bros., RKO, Columbia, and Universal) KAKE-TV has become Wichita's leading television station. In August of 1957 KAKE-TV was joined by associate station KTVC, Channel 6, Ensign, Kansas, serving the southwest area of the state.

September, 1958, KAKE-TV again expanded to include KAYS-TV, Channel 7, Hays, Kansas, in northwest Kansas. Now advertisers buying KAKE-TV, with associates KTVC and KAYS-TV, in a single buy, with special discounts, can reach 70% of the TV homes in Kansas. This single buy covers an area served by 32 radio stations . . . 36 daily papers . . . and 171 weekly papers. The KAKE-TV, KTVC, KAYS-TV combination reaches an area with 1,289,000 population and over a billion and a half dollars in retail sales. The KAKE-TV coverage area, up to this time and exclusive of the KTVC and KAYS-TV areas, has been known as KAKEland with the KAKEman, a happy little Baker, as a symbol.

KANSAS FACTS:

Kansas is known as the "Sunflower" or "Jayhawker" state. The state song is "Home on the Range." Kansas population is 2,155,000 (S.R.D.S., 1958). Total personal income now approximately $3.4 billion annually.

MANUFACTURING: Kansas lists more than 3,250 plants turning out thousands of products ranging from glass fibers to bombers.

PETROLEUM: Ranking fifth in the nation in production of crude oil and sixth in natural gas, Petroleum is Kansas' greatest mineral asset.

AGRICULTURE: Kansas farmers are enjoying their greatest year in over-all agricultural production, with $1,369,052,000 in wheat returns alone. (An increase of $284,526,000 spendable income over last year.)

KAYS TV

KTVC

WICHITA KAKE-TV

abc

Represented by Katz Agency

clients are always referred back to media and usually waste their own time unless a particular problem comes up that after briefing by media will benefit station and account exec or client.

Suggestions & Criticisms

FRED R. WUELLNER, *media manager, Krupnick & Associates Inc., St. Louis.*

The stations, the agency and the client would all be aided greatly if station executives would just do two things: first, mentally list all the factors which contribute to determining which station a buyer selects. Secondly, separate those factors into two groups —one group consists of information which is readily accessible to a buyer and the other group consists of information which only a station executive or very conscientious rep can provide. When this mental tabulation is completed, the station man should concentrate on the second group of factors: station facilities if and when improved recently, new personnel and their qualifications, awards (both local and national) of stature, ways in which local programming can be integrated more closely with specific products (and vice versa, of course), merchandising—how much and to what extent, etc. Only a small percentage of timebuyers have the opportunity to visit many markets individually. They must rely on station executives and reps to provide them with this important background. As long as there are timebuyers who refuse to buy strictly by "the numbers," this will continue to be an area of extreme importance which too many stations have overlooked in the past.

JANET MURPHY, *timebuyer, L. C. Gumbinner, New York.*

I wish each would have prepared and left for future use a capsule digest of his market area with attention to minor points not generally covered by *Sales Management* and the like. Specifically, the time each family member gets up, goes to work, how long en route, leaves for home, drives, gets home, etc.

ROBERT BOULWARE, *vp, media, Bryan Houston, New York.*

Occasional (perhaps quarterly) visits help maintain desirable liaison and closeness to markets and clarify competitive situations which are sometimes elusive. Field information on product movement, while not often enough developed, is most welcome. I wish station men would inform themselves better on this subject.

R. N. HUGHES, *radio-tv director, Simons-Michelson Co., Detroit.*

The most important thing is that the interview should be planned. One operator I know came in with a 10-minute tape profiling his station, added 10 minutes of conversation about the people on the tape and left a real good feeling about the station. If all station executives would "program" their agency meetings, as they do their stations, perhaps the time would be well spent for a busy agency guy. The "lean-back-in-the-chair-and-how-are-things" interview is a time waster.

RUDOLPH O. MARTI, *timebuyer, Campbell-Mithun, Minneapolis.*

A station man should not try to "hard-sell" during a visit to a timebuyer's office but rather, present his services quickly and efficiently, make inquiries about specific products, merchandise, new building, personalities, etc. and then give the buyer an opportunity to talk or ask questions. If he doesn't, a polite exit is in order.

DOLORES STARR, *timebuyer, MacFarland, Aveyard, Chicago.*

If money has not been allocated to a market, either by the agency or client (or both), I don't think it is necessary to explain to station men beyond that fact as to why it is being withheld. Quite often the reasons are not for publication and certainly information held by the agency regarding a product in a market is beyond any argument a station man might muster for its use.

LEONARD KAY, *timebuyer, McCann-Erickson, Chicago.*

The station man's visits are a vital part of the business of selling the medium. Too often, though, he comes in cold or with a limited amount of material, and depends on the buyer's questions to carry the meeting. The man who comes in with a complete and comprehensive presentation is bound to leave a more lasting impression.

JOYCE PETERS, *timebuyer, Emil Mogul Co., New York.*

Station representatives should know the buyer's accounts and the busy times and avoid bringing up station men at those times. A presentation given a few months prior to a hectic buying month will be remembered longer than one given in the middle of a buying rush when time is so valuable.

F. C. McCORMACK JR., *timebuyer, Ketchum MacLeod & Grove Inc., Pittsburgh.*

I would like to see more "actual proof of results"—material from stations, i.e., letters from sponsors stating that campaigns produced certain results. The "numbers" stories from the rating books, especially on the smaller stations, are outdated before they are printed. Too many salesmen rely on ratings as their only sales aid.

BEVERLY MILLER, *timebuyer, Wherry, Baker & Tilden Inc., Chicago.*

[The station executive] should call for appointment and, at that time, allow buyer to either set up meeting with appropriate people present or, if market is not of current or potential interest to the agency, save everyone's time by explaining with reasons why a meeting would not be advisable.

ADVERTISER, AGENCY GROUPS NO LONGER AT ODDS OVER 15% FEE

- **Individual contracts now more businesslike, ANA hears**
- **AAAA head cites dwindling agency profits, manpower needs**

Officials of the Assn. of National Advertisers appeared confident last week that the fight between advertisers and agencies over the commission system of compensating agencies was all over.

They made clear that they were talking of the disagreement between advertisers as a group and agencies as a group. They expected individual negotiations to be the order of the day from now on.

Both Paul West, ANA president, and Donald S. Frost of Bristol-Myers, newly elected ANA vice chairman, said it seemed clear that advertisers and their agencies were getting to understand each other better and consequently were putting their contractual relationships on a more businesslike basis.

This included, they said, a spelling-out of the responsibilities that the agency would handle and those that would be taken care of by the advertiser; what the agency would be paid for basic services and how it would be paid for additional jobs, etc.

Mr. West said the traditional 15% commission for agencies is in a process of evolution and predicted that in the long run systems of compensation will vary from case to case, with no fixed standard for all.

Henry Schachte of Lever Bros., new ANA chairman, took the similar position that "re-evaluation" of the agency-client relationship will be a "continuing thing," never really finished.

Mr. Frost said that Bristol-Myers had not yet made any changes in its plan of compensating its agencies, although many discussions had been held and were still in process, but that he felt the agencies were giving better service because they and the client understand each other better and therefore are better able to work together productively.

Mr. West said ANA members with whom he had discussed the situation reported that their agencies as well as they themselves were pleased with results of their reappraisals of the agency-client relationships. He also indicated that most such re-negotiations dealt with collateral services rather than the commission system of agency compensation.

The views of the ANA officials were voiced in a news conference following a closed session on advertiser-agency relations during the ANA's 49th annual fall meeting (also see pages 44, 48).

A highlight of that meeting was a speech by J. Davis Danforth, executive vice president of BBDO and chairman of the Ameri-

can Assn. of Advertising Agencies, who said that agencies' two chief concerns, admintratively, are people and profits—and that both are getting harder to come by.

While advertising volume has quintupled in the last 18 years, he said, agency net profits have dwindled from a little over 6% of gross income in 1940 to a little over 4% in 1957. "Actually," he said, "agency profits after taxes in 1957 averaged just over 0.6% of 1% of billing."

Mr. Danforth estimated that two-thirds of agency income is from media commissions, the rest from fees.

Stressing the need for more agency manpower, Mr. Danforth said:

"Total earnings of agency principals are actually down almost 14% from the 9-year war and post-war period and even down about 6% from the depressed 1930s. So agency principals have not been taking their earnings in a different way.

"As you know, there has been a trend in recent years to spread agency ownership more widely within the agency. In my own agency, for example, no individual owns more than 5% of the stock and there are 275 stockholders in BBDO. Wider distribution of ownership is taking place in more and more agencies all the time. This mutualization of ownership has proved to be one way of holding key people. If agencies' net profits continue to decline, then before long I am afraid even stock ownership is not going to be much of an incentive to them to stay on in this business.

"Nor will a profit-sharing plan mean anything, nor will any other employe incentive benefit plan if the earnings are not there to support the plan. We are actually in competition with large industrial concerns, many of whose major marketing executives enjoy generous stock option or other long-term benefit plans."

The decline in agencies' percentage of net profits, Mr. Danforth made clear, resulted not from "client pressure" but rather from "the indirect pressure on agencies to compete for people and service."

In other ANA speeches to the Hot Springs session, Louis N. Brockway, chairman of the executive committee of Young & Rubicam, called for client cooperation in "How to Get Better Ads From Your Agency"; J. O. Peckham, executive vice president of A. C. Nielsen Co., stressed "The Consumer Value of Advertised Brands"; and James A. R. Stauff, ad manager of Parker Pen Co., told how Parker's campaign, predominantly in tv, lifted the Parker T-Ball Jotter to the top of the ball-point market.

The fall banquet, held Tuesday night (Nov. 11), featured a program produced by NBC. Army Secretary Wilber M. Brucker was principal speaker at the wind-up luncheon on Wednesday.

ELECTED BY ANA AT HOT SPRINGS:

Mr. Schachte

Mr. Frost

Mr. West

Mr. Hattwick

Mr. Veckly

Mr. Koenig

Mr. Banzhaf

Mr. Morris

Henry Schachte, advertising vice president of Lever Bros., was elected board chairman of the Assn. of National Advertisers in the annual elections last Tuesday (Nov. 11).

Mr. Schachte, who had been vice chairman, succeeds Ralph Winslow of the Koppers Co. in ANA's top post.

Donald S. Frost, Bristol-Myers vice president, was elevated from treasurer to vice chairman. His successor as treasurer will be named later.

Paul B. West, head of ANA since 1935, was re-elected president for another term.

Melvin S. Hattwick, advertising director of Continental Oil Co., was re-elected to the board of directors and four new board members were named. They were: John Veckly, director of the advertising division of U. S. Steel Corp.; Stanley W. Koenig, advertising director, Olin Mathieson Chemical Corp.; Max Banzhaf, director of advertising, promotion and public relations for Armstrong Cork Co., and John T. Morris, vice president and marketing director of F. M. Schaefer Brewing Co.

Top Clients Will Keep Schedules Even If AFTRA Goes On Strike

The nation's leading advertisers will continue to maintain their network television schedules if contract negotiations between the networks and the American Federation of Television & Radio Artists wind up in a strike.

This conclusion, although not stated in such broad terms, was apparent from the attitudes expressed by participants in last week's fall meeting of the Assn. of National Advertisers (also see adjacent pages).

Howard Eaton, Lever Bros. radio-tv director, who reported on "Union Relations in the Broadcast Field" in an off-the-record talk at the radio-tv workshop Monday afternoon (Nov. 10), told newsmen afterward that "a number of advertisers have made their positions very clear to me. They feel that rates have gone up enough."

He said these advertisers told him they had notified the tv networks that if resistance to further union increases forced a strike, they would continue to maintain schedules during the strike.

Mr. Eaton cautioned that "you can't say this is true of all advertisers," but that "it's a sampling." Others, however, said they knew of no advertiser who had expressed a view on the strike possibility without indicating he would support the network.

If a strike occurred and lower-priced programming were substituted for the advertiser's usual programs, it was presumed the networks and individual sponsors would work out some adjustment in the talent and production costs.

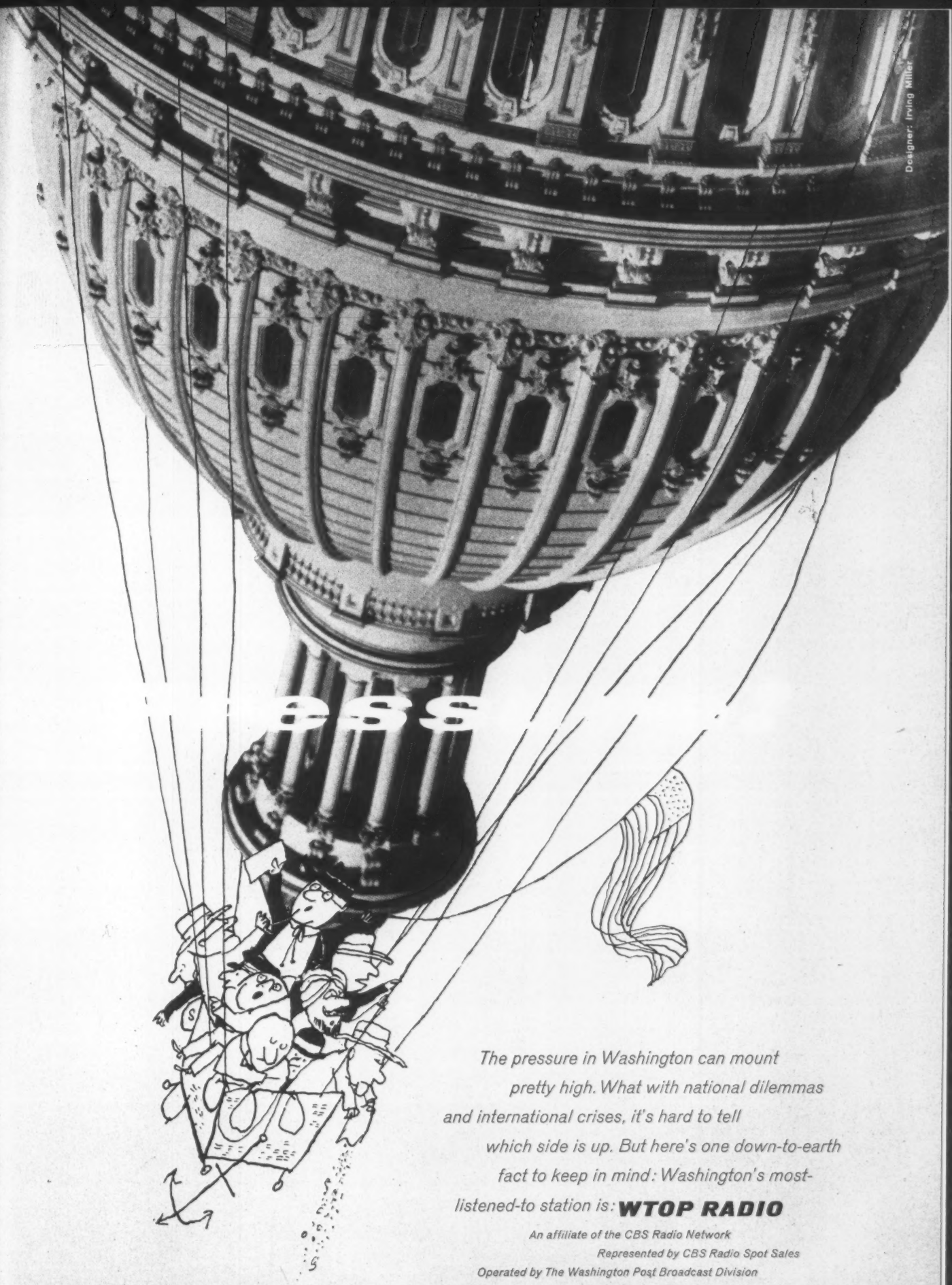
Mr. Eaton made the sponsor's interests clear. He pointed out that (1) the cost of commercials as well as programs is involved in the negotiations and (2) sponsors' contracts with the networks provide that union increases be passed along to advertisers.

Ampex, Production Men Show Videotape to ANA

Some 250 of the country's major advertisers got a good, close look at videotape last week—and were obviously impressed.

"Fantastic" and "almost unbelievable" were typical reactions after the instantaneous recording and playback technique was demonstrated for the Assn. of National Advertisers by Howard S. Meighan, president of Videotape Productions of New York Inc., and representatives of the Ampex Corp., which developed the system.

The demonstration included a sequence in which a portion of a talk by Ampex's

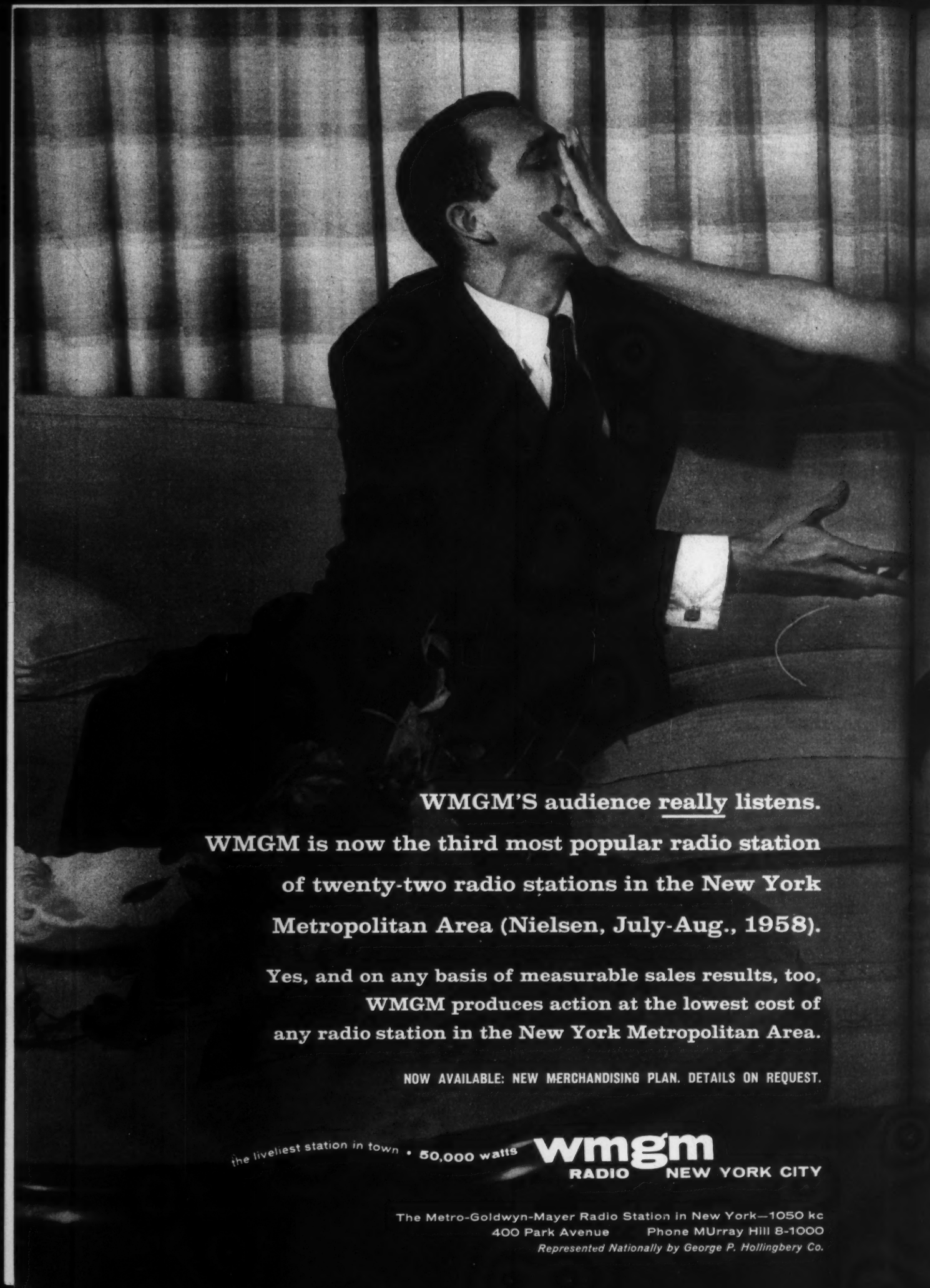


The pressure in Washington can mount pretty high. What with national dilemmas and international crises, it's hard to tell which side is up. But here's one down-to-earth fact to keep in mind: Washington's most-listened-to station is: **WTOP RADIO**

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales
Operated by The Washington Post Broadcast Division

"Washington in a Word"

Number 5 by Tomi Ungerer



WMGM'S audience really listens.

WMGM is now the third most popular radio station of twenty-two radio stations in the New York Metropolitan Area (Nielsen, July-Aug., 1958).

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any radio station in the New York Metropolitan Area.

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

the liveliest station in town • 50,000 watts **wmgm** RADIO NEW YORK CITY

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000
Represented Nationally by George P. Hollingbery Co.

"All I
hear
is
wmgm"

"H" looking Heavenward
Studies the stars.
Does the sound he hears
Come from Venus or Mars?

It doesn't really matter from which planet the celestial sound is emanating. The important thing is that it isn't coming from KHJ Radio, Los Angeles.

There's nothing ethereal about KHJ's FOREGROUND SOUND. It's strictly "down to earth." For more than 36 years KHJ's realistic programming has been beamed to the mature, buying adult, looking for provocative radio entertainment.

In news, commentary, sports, music, drama or variety, KHJ attracts adults who pay close attention to the program and consequently to the commercials within and around it.

It isn't blue sky when we say that KHJ Radio is programmed to satisfy the variety of tastes that make up America's second market.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

Bob Day was taped and then, with Mr. Day synchronizing lip movement in a repetition of talk, the transmission was switched back and forth between live and tape with no real difference evident on the screen. To show the feasibility of editing, a sequence containing numerous splices was shown.

Mr. Meighan told the group that not only has videotape "already made profound changes in television network and local station operation and planning but the day is not now distant when moving picture film for television will be a dead duck."

He said those who compare videotape with film "are plain short-sighted" and that those who think of it "only as a recording of live television are almost equally so. Videotape has the most useful characteristics of both. But its real contribution to advertising will come about as its own unique ingredients of speed, lower cost and high quality are fully understood and fashioned into an important new implement for you."

Pointing up uses videotape could have for the advertisers, he said:

"Ever want to get a bright idea in motion fast? Videotape is the way to do it. Has your competitor socked your market with a stunning sales idea which you must counter quickly? Videotape is the answer. Have you ever wanted to implement three or four variations on a theme in order to see which one comes off best? You can do it on videotape while you wait. Does a special program situation or topical circumstance offer unusual opportunities for a custom-made commercial? With videotape you can do it just right—and very quickly. Ever want to service a sound track without remaking the whole job? Nothing compares with tape for speed and flexibility. Tape is tailor-made for television."

In answer to questions, Mr. Meighan and the Ampex officials said special duplicating equipment is being developed for Mr. Meighan's firm, that Ampex is now producing a stereo tape recorder, that 50 to 60 U.S. stations now are equipped with Ampex videotape equipment and orders now are being accepted for April delivery.

A crew from WTTG (TV) Washington assisted in the production, which was a feature of the opening day of ANA's annual fall meeting.

BIG BUYERS TO BUY EVEN BIGGER

- **Abrams forecast to ANA: more money for broadcast media in '59**
- **ANA executive also does some crystal-gazing into radio-tv's future**

Advertisers will spend $1.5 billion in all categories of television and $70 million in network radio in 1959, George J. Abrams, advertising vice president of Revlon and chairman of the radio-tv committee of the Assn. of National Advertisers, predicted last week.

"These are big and important dollars in any advertiser's book," he told the radio-tv workshop at ANA's 49th annual fall meeting (see page 39), "and I am glad to predict that the spending will help all of us to ring up a booming sales picture in the year ahead. If we can couple to big expenditure that atomic-like power of big ideas, then 1959 will be broadcast advertising's and *your* biggest year."

He broke down his tv prediction thus: "$400 million in spot, $800 million in network and $300 million in local billings. He did not estimate spot and local radio spending.

Mr. Abrams' forecast was made in a speech on "What's Ahead for Radio and Television." Other highlights:

- "Trans-oceanic tv, using satellites in space is the next big television development to widen our horizons."
- Some "new, fresh concept of an original show" will emerge and start a new trend in tv programming in 1959.
- "Television is going to become more daring."
- "There isn't one negative sign" to indicate that radio won't continue in popularity—but the outlook on program fare is "pretty glum."
- Advertisers in 1959 will learn more about broadcasting — at least partially through viewing studies of the type conducted by Miles Wallach (see page 48).
- "Smart network programmers" are going to cater "more and more to the tastes of the ice cream soda set rather than to the scotch-and-soda set." Early-evening programming will "continue to be . . . either heavy in western content or flavored with the so-called family appeal." This is because "television's juvenile selectors," unlike adults, "have no reservations about flicking the dial to a previously unwatched channel to catch a program they like."
- Quiz shows are basically gone, "but I'll also predict that a fresh new quiz concept would be just as likely to win public acclaim today as any of the dear departed programs did several years ago."
- "Crime and mystery shows are on the way back, and the cycle that commenced in '49 and '50 when you had *Danger, Suspense, The Web,* and *Man Against Crime* is due for revival."
- The long drama—hour or 90 minutes —"will continue to survive" and its content will be drawn increasingly from "two basic sources: documentary and classics."
- Musical and variety programs: staple fare, and "the difference between success and failure will lie in the personality around which the show is built."
- Daytime programming is "busting through with the same force which made daytime radio important to advertisers," with "the soap opera, the relaxed personality and children's programs" forming "the strong supports of a fast-growing daytime television operation."
- Improvement in programming: news coverage—"Think of the dramatic news

pulls "First All Day" rating!

Why? Because WFBM sounds *good* to Hoosiers . . . "most listened to" and hottest of any as indicated by recent audience studies!*

Audiences for top personalities grow week after week . . . and remain attracted to WFBM's popular, more diversified program. The station's many different voices, plus a variety of music, give a daily lift to listeners.

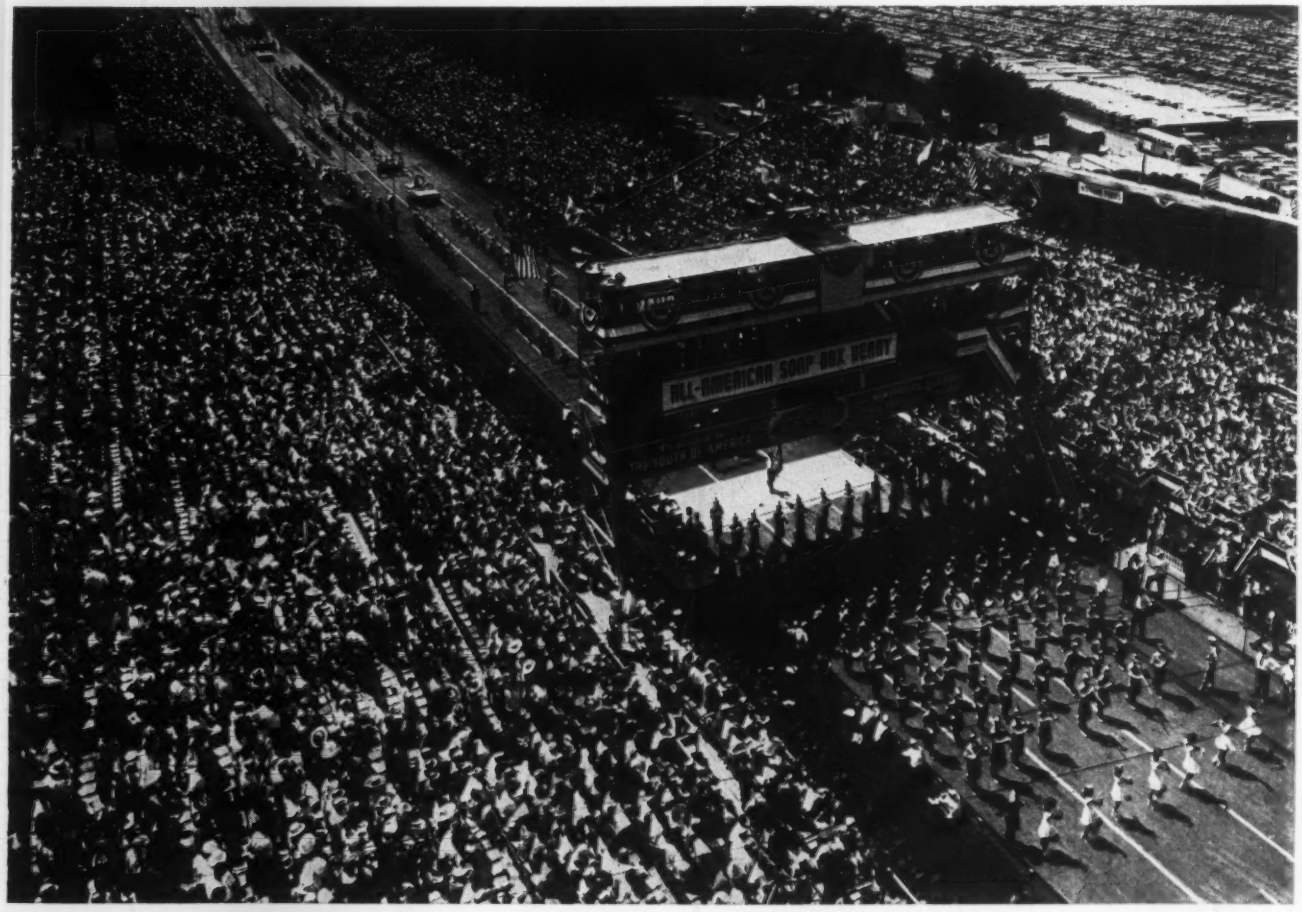
City's biggest broadcast news staff of 12 men and 3 mobile units keep WFBM's audience best informed. Hot local news gets on-the-spot priority handling . . . fast-moving world-wide coverage by exclusive WFBM-TIME Washington News Bureau.

Your saturation spot campaigns belong right here . . . where you reach an even larger *cumulative* audience. Find out for yourself. (**Check WFBM first**)—*where every minute is a selling minute!*

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June, 1958

Represented Nationally by the **KATZ** Agency

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



Over 75,000 people cheer the 2,500 marchers in the Parade of Champions—a thrilling Derby spectacle.

To all the men and women who sponsor the All-American Soap Box Derby — 50,000 PATS ON THE BACK!

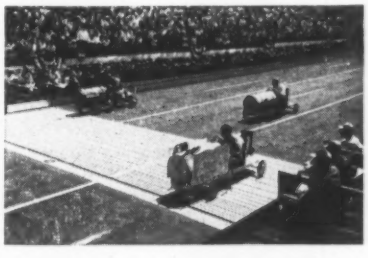
YOU GAVE nearly 50,000 boys a chance to roll down 160 local Derby courses for the thrill of their lives. More important, you helped them win something more than prizes: you've helped make *every* boy a champion.

We think that makes you champions, too. So, on behalf of 50,000 Derby racers, we'd like to thank you of the sponsoring newspapers, radio and television stations, civic and fraternal groups and Chevrolet dealers for handling a tough job so well. And we'd count it a privilege to work with you again next year when Soap Box Derby time rolls around. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

SOAP BOX DERBY

CHEVROLET

Aberdeen (Wash.) Active Club
Akron (Ohio) Beacon Journal
Albuquerque (N. M.) Tribune
Amarillo (Texas) Junior Chamber of Commerce
Ambridge (Pa.) B.P.O.E. 983 and The Daily Citizen
Amsterdam (N. Y.) Elks Club and Rotary Club
Anchorage (Alaska) Daily News
Anderson (Indiana) Herald
Anniston (Alabama) Star, Jaycees, Park Board & Radio Station WHMA
Asheville (N. C.) Junior Chamber of Commerce
Ashland (Ohio) Junior Chamber of Commerce
Ashtabula (Ohio) Junior Chamber of Commerce
Austin (Texas) American-Statesman
Babylon (N. Y.) Leader
Bangor (Maine) Daily News
Beloit (Wis.) Daily News
Big Spring (Texas) Herald
Birmingham (Alabama) News
Bluefield (W. Va.) Civitan Club & Junior Chamber of Commerce
Bowling Green (Ky.) Junior Chamber of Commerce
Bradford (Pa.) Journal
Butler (Pa.) Eagle & Optimist Club
Charleston (W. Va.) Optimist Club
Charlotte (N. C.) WSOC Broadcasting Co. & Jr. Chamber of Commerce
Cheyenne (Wyoming) Jr. Chamber of Commerce
Cicero (Illinois) Life Newspaper & Rotary Club
Clarksburg (W. Va.) Junior Chamber of Commerce
Cleveland (Ohio) News
Columbia (Mo.) Missourian & Optimist Clubs
Conshohocken (Pa.) American Legion
Cortland (N. Y.) WKRT Radio, Inc.
Coshocton (Ohio) Junior Chamber of Commerce
Covington (Georgia) Rotary Club
Crawfordsville (Ind.) Junior Chamber of Commerce
Dallas (Texas) Optimist Clubs of Dallas
Davenport (Iowa) Newspapers, Inc.
Daytona Beach (Fla.) Kiwanis Club of Halifax Area
Detroit (Mich.) News
Dodge City (Kansas) Kiwanis Club
Dover (N. H.) Lions Club, Inc.
Duluth (Minn.) Herald & News Tribune
Elgin (Illinois) Exchange Club
Elkhart (Indiana) Jaycees, Inc.
Ellwood City (Pa.) Ledger
Endicott (N. Y.) Daily Bulletin & WENE
Ephrata (Wash.) Cascade Broadcast. Co. KBAS-TV
Evansville (Indiana) Press
Fayetteville (N. C.) Observer & Jr. Chamber of Commerce
Flint (Michigan) Journal
Ft. Lauderdale (Fla.) Firemen's Benevolent Assn.
Ft. Worth (Texas) Press
Fredericksburg (Va.) Free Lance-Star
Fulton (N. Y.) B.P.O.E. Lodge No. 830
Gary (Indiana) Post-Tribune
Grand Junction (Colorado) The Daily Sentinel
Greensboro (N. C.) Junior Chamber of Commerce
Hamilton (Ohio) Junior Chamber of Commerce
Hancock (Mich.) B.P.O.E. Lodge No. 381
Hartford (Conn.) Times
Hudson (N. Y.) Register-Star
Huntington (W. Va.) Junior Chamber of Commerce
Indiana (Pa.) Evening Gazette & Junior Chamber of Commerce
Indianapolis (Indiana) Star
Jacksonville (Illinois) Journal Courier Co.
Johnstown (Pa.) Junior Chamber of Commerce
Kalamazoo (Mich.) WKZO-AM-TV
Kansas City (Mo.) Ararat Temple
Kinston (N. C.) Daily Free Press
Knoxville (Tenn.) Journal, Jr. Chamber of Commerce
Lancaster (Ohio) Eagle-Gazette Co.
Las Vegas (Nevada) Police Athletic League
Lawrenceburg (Indiana) B.P.O.E. Lodge No. 1836
Levittown (Pa.) Bristol Courier & Levittown Times
Lima (Ohio) News
Los Angeles (Cal.)—Orange County Newspaper Alliance (1) Foothill (2) Losor (3) Metro
Lubbock (Texas) Avalanche-Journal
Lynchburg (Va.) Daily Advance, Inc.
Magnolia (Ark.) Kiwanis Club
Mankato (Minn.) Junior Chamber of Commerce
Mansfield (Ohio) News-Journal
Marion (Indiana) Inter-Club Council & YMCA
McKeesport (Pa.) Daily News Publishing Co.
Michigan City (Ind.) Junior Chamber of Commerce
Middletown (Ohio) Optimist Club, Inc.
Minneapolis (Minn.) Junior Chamber of Commerce
Mission City (B. C.) Fraser Valley Record Ltd. & Vancouver Daily Province
Mt. Vernon (N. Y.) Junior Chamber of Commerce
Muncie (Indiana) Star
Natchez (Miss.) Times & Y's Men's Club
New Albany (Indiana) Tribune
New Brunswick (N. J.) Jr. Chamber of Commerce
New Orleans (La.) Item
Newport News (Va.) Hampton Roads Junior Chamber of Commerce
Norwalk (Ohio) Reflector Herald & Junior Chamber of Commerce
Oelwein (Iowa) Register, Jr. Chamber of Commerce
Ottumwa (Iowa) Daily Courier
Owensboro (Ky.) Messenger & Inquirer
Parkersburg (W. Va.) Junior Chamber of Commerce
Peoria (Illinois) West Central Broadcasting Co.
Petersburg (Va.) The Progress-Index
Phoenix (Arizona) KOOL Radio-TV, Inc.
Portland (Oregon) Oregon Television, Inc.
Poughkeepsie (N. Y.) Junior Chamber of Commerce
Provo (Utah) Daily Herald
Ravenna-Kent (Ohio) The Record-Courier
Richland (Wash.) American Legion Post 71
Richmond (Va.) Junior Chamber of Commerce
Roanoke (Va.) Times & World News
Rochester (N. Y.) Times-Union
Roswell (N. M.) Daily Record
St. Catharines (Ontario) Standard Ltd.
St. Paul (Minn.) Junior Chamber of Commerce
Sacramento (Cal.) The 20-30 Club, Sacramento No. 1 & KCRA Radio and TV
Salem (Ore.) Capital Journal
San Antonio (Texas) Express-News
San Bernardino (Cal.) The Sun Company
San Diego (Cal.) Union
Sandusky (Ohio) Newspapers, Inc.
San Francisco (Cal.) News
Savannah (Ga.) Junior Chamber of Commerce
Seattle (Wash.) KING Broadcasting Co.
Shamokin (Pa.) News-Dispatch & Optimist Club
Sidney (Ohio) Printing & Publishing Co. & Junior Chamber of Commerce
Sioux City (Iowa) Junior Chamber of Commerce
Sioux Falls (S. D.) Argus-Leader
South Bend (Ind.) Junior Association of Commerce
Spokane (Wash.) Junior Chamber of Commerce
Springfield (Illinois) Illinois State Register
Springfield (Mass.) Junior Chamber of Commerce
Staunton (Va.) The Leader Papers
Stockton (Cal.) Karl Ross Post No. 16, American Legion
Tacoma (Wash.) News Tribune
Tallahassee (Fla.) Democrat
Tampa (Fla.) WTVT Television
Terre Haute (Ind.) Tribune-Star Pub. Co., Inc.
Tidewater (Va.) Virginian-Pilot
Torrington (Conn.) WTOR-Radio
Torrington (Wyo.) Telegram
Trenton (Mo.) Republican Times & Junior Chamber of Commerce
Trenton (N. J.) Times
Tucson (Ariz.) Daily Citizen
Vancouver (Wash.) The Columbian
Waco (Texas) News Tribune & Times Herald
Warren (Ohio) Tribune Chronicle
Warren (Pa.) Times Publishing Co. & Junior Chamber of Commerce
Warsaw (Indiana) Kosciusko County Shrine Club
Washington (D. C.) Evening Star Newspaper Co.
Watertown (S. D.) Public Opinion
West Palm Beach (Fla.) Firemen's Benevolent Assn.
Wichita (Kansas) Beacon
Winston-Salem (N. C.) Jr. Chamber of Commerce
Woodstock (Illinois) McHenry County Gazette
Wooster (Ohio) Republican Printing Co. d/b/a Wooster Daily Record
Yakima (Wash.) Cascade Broadcast. Co. KIMA-TV
York (Pa.) Recreation Commission
Germany, Adam Opel A/G
Philippines, Northern Motors
Venezuela

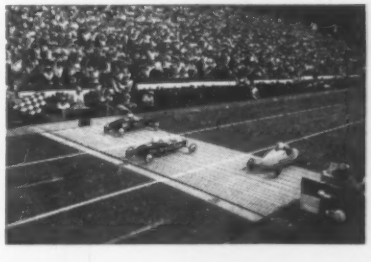


◀ First event: the traditional Oil Can Trophy sprint. This time, Pat Boone crosses the finish line just ahead of Guy Madison and Eddie Bracken, each in his own specially designed racer.

Backed by the lovely ▶ Mrs. Boone, Pat shows off his Oil Can Trophy. Guy Madison and Eddie Bracken look on, as does W. G. Power, Chevrolet's advertising manager.

◀ Intent on the track ahead, this boy takes his first trial run down Derby Hill on Test Run Day. During this period, each boy gets a chance to familiarize himself with the track.

A typically breathtaking ▶ Derby finish. This is the final heat, with James Miley winning, followed closely by Ronnie Ashley of Los Angeles and David Hilligoss of Anderson, Indiana.



◀ James Miley of Muncie, Ind., receives the 1958 All-American Soap Box Derby Championship trophy from E. N. Cole, vice president of General Motors and general manager of Chevrolet.

K. E. Staley, executive ▶ assistant general sales manager of Chevrolet, presents the $5,000 College Scholarship award to James at the Banquet of Champions attended by 1,700 people.

programs one could develop with the kind of funds generally allocated to a prime evening show. With such money, the use of more remote broadcasting, with on-the-scene coverage of important events, would be commonplace. Where too are the personalities of the past, like the staccato Floyd Gibbons, H. V. Kaltenborn and Gabriel Heatter, who made news come alive when we would listen instead of look a decade ago?"

• The hour-long spectacular with top name talent will continue, enabling one advertiser to "create special attention for a big event" or several smaller advertisers "to share in a big television event."

• "Color television *has* to grow. Like any product you make, if it's good, the public soon knows about it and the word passes along."

To buttress his prediction that transoceanic tv will be the next big technical step in television, Mr. Abrams quoted such experts as Dr. John Pierce of Bell Labs and Dr. Charles Sonnett of Ramo-Wooldridge Co. of Los Angeles. He said:

"What these electronic engineers foresee is that a series of space satellites would rotate about the earth. There would always be one in such a position that tv signals could be bounced across the ocean. These satellites—about 10 of them—would be 100-foot spheres out 2,200 miles in space and they would reflect signals from a transmitter here on earth. Dr. Pierce predicts that if they can get a 1,000-foot sphere out 22,000 miles in space, all you need is one—because it would rotate at the same rate as the earth and virtually hang up there in space."

Mr. Abrams left his audience to speculate on "what transoceanic television can mean to both the networks and advertisers."

He listed videotape along with color as important recent developments on television, and called attention to the tape demonstration held later in the ANA meeting (see page 40).

A new, fresh tv program concept is "the Shangri-La all advertisers seek," Mr. Abrams said, adding that there is good reason for predicting "some smart, striking idea" will break through in 1959. "During the last few months I have seen more and more efforts brought to my desk, efforts which could only be termed 'departures' from the norm."

Predicting tv will become "more daring," he said:

"While the broadcasters have held back on editorializing and have skirted the controversial for a long time, I predict that you will see a breaking away from this time-shaped pattern, as these broadcasters realize the desire of an independent public for some independent spirited thinking. The sort of programming that presents Dr. Joyce Brothers discussing intimate marital relations was taboo five years ago. The sort of hot topics paraded on some of our recent courtroom television dramas, the recent *Playhouse 90* dramatization of the death of Stalin all represent breakaways, and more will come."

Radio is on the move—in cars, 35.2 million of them Mr. Abrams noted, adding that these car sets also are being used.

"Unlike the home radio—which is also growing in number—the radio-on-the-move has no television competition," he pointed out. "In fact, you might say, except for billboards, it has no direct advertising competition, that automobile radio creates as close to a captive audience as you could devise. And for selling certain products, such as shaving cream or razor blades, who could ask for better captives than the guy driving to work who has just scraped his skin?

"Does it take a crystal ball to predict that radio will continue in popularity? There isn't one negative sign on the horizon—not even the 42 million tv sets we hear so much about."

But radio programming is another matter, he suggested. "What a wide-open area for imaginative creative program thinking in this vacuum-tube world. But don't expect much change in 1959."

ANA's Abrams: *purveyor of good news*

ANA CALM ABOUT WALLACH STUDY

Researcher Miles Wallach put his controversial viewing-vs.-ratings study [LEAD STORY, Nov. 10; ADVERTISERS & AGENCIES, Nov. 3] before the Assn. of National Advertisers last week—and, according to participants in the closed session, stirred scarcely a ripple.

The study turned out to have three heads. On the basis of personal, in-home interviews conducted while viewing was in progress, Mr. Wallach claimed that:

• An advertiser may be getting up to 30% less actual viewing than existing rating services indicate.

• An advertiser may be getting audiences that don't constitute his best sales prospects and

• An advertiser's program may be falling down on its selling job.

Mr. Wallach assured the assembled advertisers at the ANA radio-tv workshop that his new service, Television Personal Interviewing Ratings Inc. (TPI), would help solve all these problems and more.

George Abrams of Revlon Inc., chairman of the ANA radio-tv committee, discussion leader in the session at which Mr. Wallach spoke, and also an original investor in the TPI service, said he was "impressed," and was especially "disturbed" by TPI findings that *$64,000 Question,* now abandoned by Revlon, appealed primarily to an older audience.

He said that when Revlon goes to buy a program in the future it will get an "audience profile" in advance—and, having signed for *Person to Person* to replace *$64,000 Question,* will seek one on that too. CBS-TV network president Lou Cowan is interested in such pre-testing and has offered the cooperation of some CBS-TV stations, provided advertisers pay the cost, he added.

Mr. Abrams ventured that all three networks will gradually begin to offer, more frequently, audience analysis to show why a specific show is just right for a specific advertiser.

Mr. Wallach said that officials of Chrysler —which along with Revlon, Ford and *Reader's Digest* underwrote the studies forming the basis of the report to ANA—regarded the results "favorably."

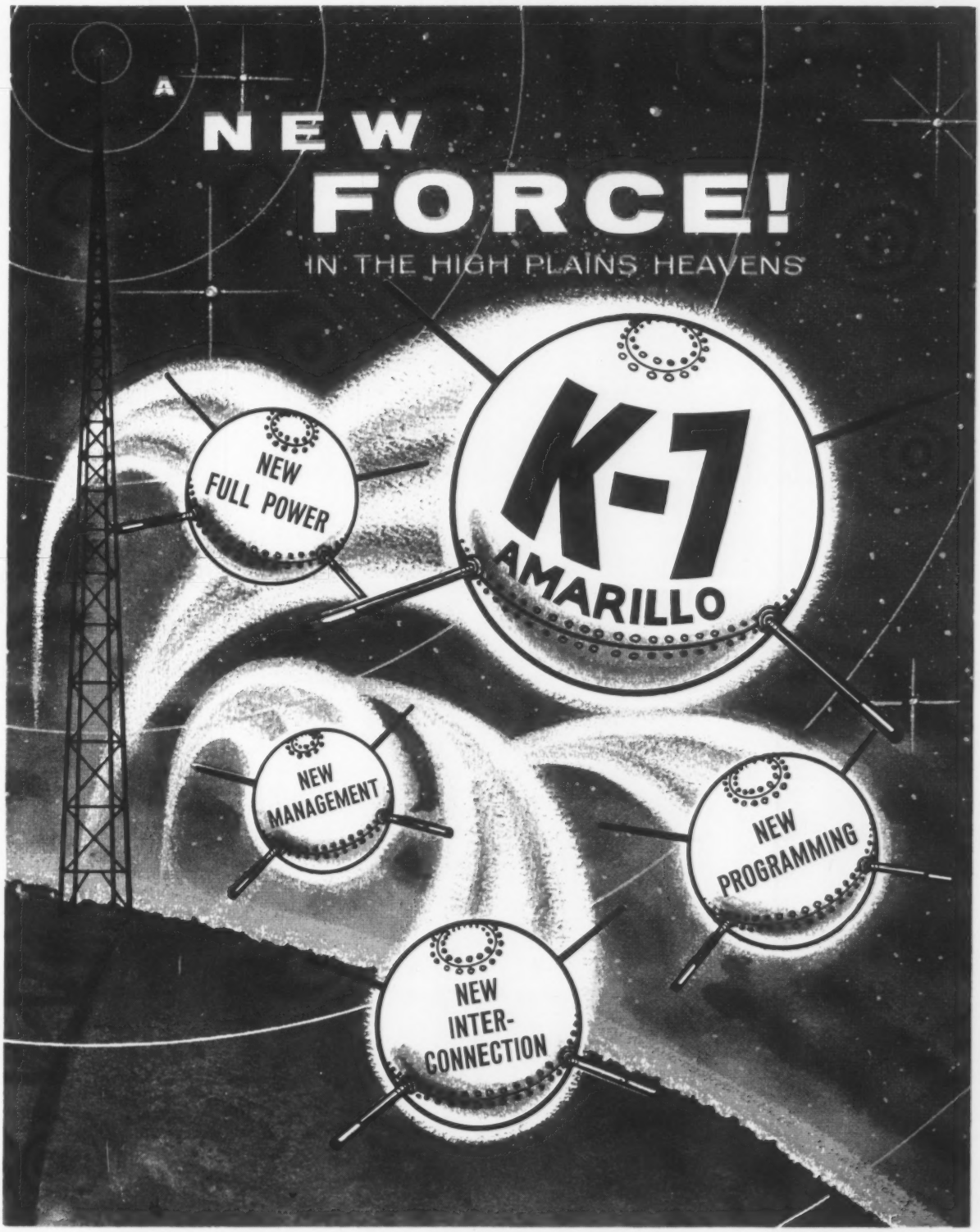
He also said, without naming them, that "over a score of other firms" want similar studies made.

But among other ANA members excitement was hard to discern. Other participants in the workshop said the report generated little or no comment among veteran television advertisers and not much among the rest. It evoked no questioning from the floor, Mr. Wallach indicated. Explaining the studies, he said more than 6,000 personal coincidental in-home interviews were completed in a week in Philadelphia, Chicago and Los Angeles. The technique stemmed originally, he said, from advertiser "dissatisfaction" with existing rating data and "the one fact that decisions involving millions of dollars in advertising expenditures were being made on shaky and questionable information."

Mr. Wallach told the group:

"One of the most startling findings . . . is one which questions the advisability of using mechanical devices [EDITOR'S NOTE: Defined as including "telephones, audimeters or electronic impulses"] to measure audiences. . . . It requires in-home interviewing to discover whether a set in use is actually being viewed, partially viewed or not watched at all.

". . . Five percent of homes on an average



Amarillo, Texas has been electrified by the vital new Television Force of K-7 . . . KVII-TV! It began with new ownership and management, progressed to full-time ABC interconnection and a programming day that now starts at 8 a.m., backed by the most complete and exciting promotional campaign in the city's history! And now, the final touch for national and regional advertisers . . . 316,000 watts — maximum power — from the highest tower in the area. Get full details on the NEW Amarillo TV story from the Bolling Company.

C. R. "DICK" WATTS, V. PRES. & GEN'L MGR. • REPRESENTED NATIONALLY BY THE BOLLING COMPANY.

abc
KVII-TV
AMARILLO, TEXAS

SERVING A RICH AND GROWING FOUR-STATE MARKETING AREA

evening had a television set on, but no one in the household was watching the program. Moreover, on an average weekday evening the television viewer in about one out of every four homes is busy doing other things while the television set is in operation—such as reading newspapers, magazines, books, etc. It is interesting to note that on Sunday, where the viewer is generally home all day, this figure drops during evening hours from approximately 24% to 12%."

Mr. Wallach challenged the notion that Saturday night viewing equals or exceeds that on other nights. Where existing services show sets-in-use ranging from about 28% at 6-7 p.m. Saturdays to as high as 58% at 10 p.m., he said his studies showed a reverse trend: 40.7% at 6-7 p.m. in Los Angeles, 38.4% at 8-9 p.m. in Chicago and 34.6 at 9-10 p.m. in Philadelphia.

"Probably the most important area to the television advertiser," Mr. Wallach said, "is what the in-home studies showed regarding the effect a program has on the viewer and whether the audience is the right one for the use of his product."

He said that viewers of Revlon's *$64,000 Question* were heaviest users of Revlon lipsticks and that viewers of *Question* give Revlon a 38.4% brand-usage share, compared to 33 to 37% among viewers of Ed Sullivan, Lawrence Welk and other non-Revlon programs.

The study gave the Welk shows, sponsored by Dodge and Plymouth, a good score on pre-selling: about 4% of Sullivan and *Question* viewers said they intend to buy a Plymouth in 1959, but among viewers of the Welk shows it was 6.2% on the Wednesday program and 10.6% on the Saturday night edition. Where 1% of Sullivan and *Question* viewers said they plan to buy a Dodge, 6.4% of Welk Saturday night and 2.1% of Welk Wednesday night watchers indicated Dodge buying plans.

Mr. Wallach said he found a different situation with Mercury and its Sullivan show —2.3% of Sullivan viewers planned to buy a Mercury, whereas the number of Mercury prospects was almost as high among the audiences of Welk (2.1%) and *Question* (2.2%).

Mr. Wallach said he did not profess to know whether "this raises the possibility that the *Ed Sullivan Show* may have reached the point of diminishing returns for Mercury." He noted that many other factors influence auto sales.

The study found "sponsor identification" so hazy "that unless specifically requested by the advertiser, we are not even sure whether it could be included in future studies."

Examining audience composition, the report said that Welk and *Wagon Train*, competing on Wednesday nights, have "amazingly similar" audience patterns in the 20-50 age group, but that below 20 *Wagon Train* is considerably stronger while Welk has 35% of the audience in the over-50 bracket.

"Bear in mind that both programs are sponsored by automotive manufacturers," Mr. Wallach said. "Can both audiences be right?"

Dodge Resignation Surprise at Richards

Sherwood Dodge, one of the principals of Foote, Cone & Belding Inc., New York, until he resigned a year ago last June to join Fletcher D. Richards Inc. as executive vice president, last Monday (Nov. 10) announced his resignation from the Richards agency.

MR. DODGE

The announcement came as a surprise to the staff of the Richards firm as it did to other agencies, but apparently the move had been in the making for some time. Mr. Dodge said it was "no overnight decision." He added that he has no immediate plans other than to vacation in Mexico.

In a staff memorandum issued last week, Mr. Dodge said his reasons were "deeply personal." He would not enlarge upon this, but his memo suggested an internal conflict. Said the memo: "While Mr. [Fletcher D.] Richards and I part on friendly terms, we both understand that what he feels is best for the company's future is not necessarily the course which makes the best use of my capacities, or which best fulfills my own views on agency organization and service."

Mr. Dodge has been closely identified with Eugene I. Harrington, who resigned as president earlier this year to return to the West Coast to become head of Honig-Cooper, Harrington & Miner Inc., San Francisco. Mr. Harrington, it is reported, prevailed upon Mr. Dodge to sever his ties with FC&B in 1957 and join the Richards agency as chief internal administration officer.

However, Mr. Dodge noted last week he seeks no reunion with Mr. Harrington out West, that he intends to relocate in an agency post "in New York."

Executives at the Richards agency, when asked for possible reasons behind Mr. Dodge's resignation, insisted that only one man could clarify "the issues." But that man wouldn't.

Mr. Richards said Tuesday (Nov. 11) that during the time of Mr. Dodge's association "the other members of management and I worked closely with him. While we have the highest regard for his particular views and capacities it became clear to all of us, as well as to Mr. Dodge, that they were not best expressed within the framework of the agency's long-range plans."

Reiteration is Key to Tv Ads, EWR&R Staffer's Report Shows

"Really effective tv commercials are those which set up a problem and solve it via product use."

This judgment is one of the features of the study undertaken by Robert Aledort, research director of EWR&R, and released by the agency last week. Mr. Aledort's analysis drew upon earlier studies of tv commercials made by the Schwerin Research Corp., Institute for Motivational Research, Gallup & Robinson Inc., Young & Rubicam, Kenyon & Eckhardt and McCann-Erickson.

Mr. Aledort asserts that it is mandatory to use tv to "its best advantage" because of the medium's unique factor of combining sight and sound. He suggests that in product demonstration, the commercial should point up how the product will satisfy a need or desire to the viewer.

"The total effect of the commercial is what is left in the viewer's mind," the study states. "Reiterate, recapitulate, help the viewer remember by orienting him and giving him a framework. A giant in the soap field has the point of view: "Tell them what you're going to tell them, tell them, and then tell them what you have told them."

Mr. Aledort warns against "crowding too much in a commercial." This includes ideas, sales points, words, video scenes, dissolves and superimpositions. He acknowledges that "supers help recall scores, but claims there is a limit: about six in a one-minute commercial are enough."

Reach, McClinton-Pershall Pact Creates New $20 Million Agency

Reach, McClinton & Co., New York, now claims to be billing at an annual rate of $20 million as a result of adding 13-year-old J. R. Pershall Co., Chicago, in a merger.

Under the new Chicago set-up, Reach, McClinton & Pershall, is being formed as an Illinois corporation with Mr. Pershall becoming president and Charles Dallas Reach, who is board chairman of Reach, McClinton, slated to serve in that capacity in the new company.

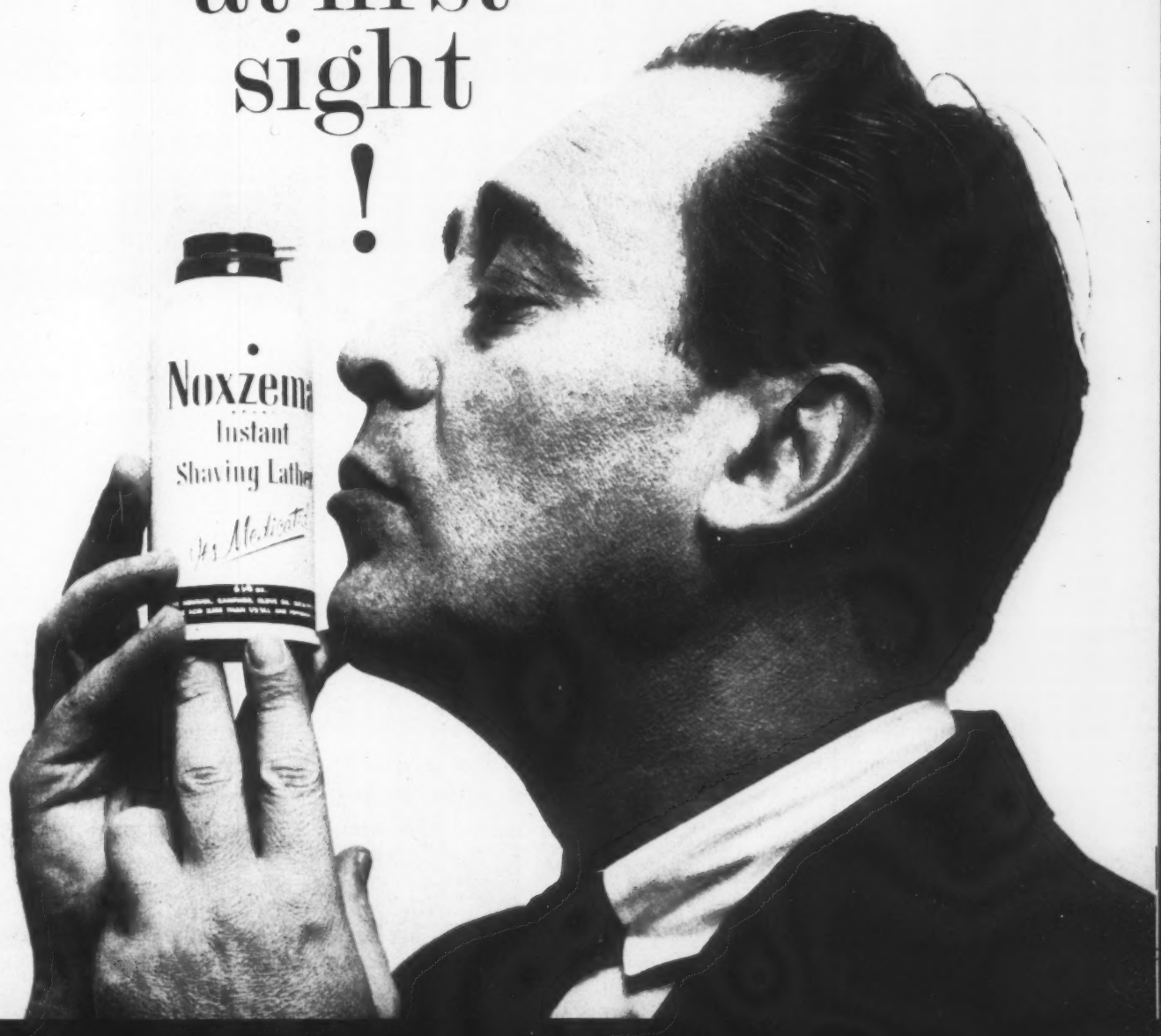
With the merger, Reach, McClinton adds billing from Pershall clients including Hi-C Div. of Minute Maid, Northern Illinois Gas Co., Home Builders Assn. of Chicagoland and Zenith Radio Distirbuting Corp. Reach's Chicago office services Prudential Insurance in that area and a few other smaller accounts. Prudential is Reach's top billing national account.

MERGER *principals H. L. McClinton (l), president of Reach, McClinton, and J. R. Pershall, president of the agency bearing his name, review terms of the consolidation pact.*

A few weeks ago on network television, VIDEOTAPE and NTA'S TELESTUDIOS did it again. Top talent Louis Nye came on as only Louis Nye can... came on great for Noxzema Instant Shaving Lather. And that's the way the creative doers at D. C. S. & S. planned it. They called for and got all the impact of a live commercial to integrate with a live network program. Just as important, they knew they had it days before the commercial ever went on the air. That's because they got it with VIDEOTAPE at TELESTUDIOS. Time saving, dollar saving, live quality — nothing less would do for Doherty, Clifford, Steers and Shenfield, Inc. Nothing less can do for you. That's why TELESTUDIOS' top management personally supervises every VIDEOTAPE "take". That's why so many key producers, such as Robert Nathe of D. C. S. & S. look fondly toward tape at TELESTUDIOS for commercials, pilots and programs. It's a clear case of live at first sight with VIDEOTAPE at NTA'S **TELESTUDIOS, INC.**

1481 Broadway, New York, N. Y., LOngacre 3-6333

Live at first sight!



When all of the automobiles in Los Angeles are placed end to end–it's the usual afternoon hustle from work to suburbia. The fact that it moves smoothly, even swiftly, demonstrates that it pays to drive with both ears firmly on KMPC...where Johnny Grant's Freeway Club (2 to 6 pm), backstopped by three mobile units, helps the homing motorist bypass any traffic impasse. / Freeway Club is another of the common sense services, combined with uncommon taste in music, that gives KMPC a full 39% more audience than the next most favored station in Los Angeles. / So in free wheeling L. A., choose the station that captivates the captive audience

KMPC

GOLDEN WEST BROADCASTERS, LOS ANGELES

Source: Pulse of Los Angeles, July-August, 1958.

San Francisco is getting too big for its bridges. Unwary motorists easily become corks in Bayshore bottlenecks. But smarter drivers avoid the crush by keeping tuned to Bob Colvig's Commute Club—afternoons, 4 to 7, on KSFO. It's a bright, brisk blend of music and traffic bulletins that keeps autoists from losing their wits and ways. / Commute Club is still another reason why KSFO has half again as much audience as any other radio station in the San Francisco-Oakland market, including, of course, far, far more listeners out of home. / You can get your share of this bumper-to-bumper crop of attentive commuters. Just turn right to

KSFO

GOLDEN WEST BROADCASTERS, SAN FRANCISCO

Source: Pulse of San Francisco, July-August 1958.

Six Months of Tv Spending in Network-Spot

A tally of advertiser expenditures for tv time (network and spot) for the first six months of this year shows food-grocery product advertisers leading all other classifications. The foods advertisers came in with $118.8 million ($53.2 million in network tv and $65.6 million in spot tv).

Estimated in gross rates, the figures are contained in a special report released by Television Bureau of Advertising. The tabulation by product classification is based on compilations by N.C. Rorabaugh Co. on spot tv and Leading National Advertisers and Broadcast Advertisers Report on network tv.

	Network	Spot	Total
AGRICULTURE	$ 13,000	$ 677,000	$ 690,000
Feeds, Meals	13,000	357,000	370,000
Miscellaneous	—	320,000	320,000
ALE, BEER & WINE	3,174,000	21,002,000	24,176,000
Beer	2,758,000	19,236,000	21,994,000
Wine	416,000	1,766,000	2,182,000
AMUSEMENTS & ENTERT'M'T.	213,000	252,000	465,000
AUTOMOTIVE	28,852,000	4,004,000	32,856,000
Anti-Freeze	—	3,000	3,000
Batteries	556,000	15,000	571,000
Cars	24,303,000	2,453,000	26,756,000
Tires & Tubes	1,320,000	766,000	2,086,000
Trucks & Trailers	1,079,000	54,000	1,133,000
Misc. Accessories & Supplies	619,000	713,000	1,332,000
Automotive Institutional	975,000	—	975,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	7,247,000	1,644,000	8,891,000
Fixtures, Plumbing, Supplies	—	308,000	308,000
Materials	1,053,000	340,000	1,393,000
Paints	687,000	823,000	1,510,000
Power Tools	60,000	16,000	76,000
Miscellaneous	55,000	157,000	212,000
Industrial Materials Institutional	5,392,000	—	5,392,000
CHEMICALS. INSTITUTIONAL	68,000	—	68,000
CLOTHING, FURNISHINGS	1,756,000	5,863,000	7,619,000
Clothing	823,000	4,866,000	5,689,000
Footwear	869,000	838,000	1,707,000
Hosiery	59,000	144,000	203,000
Miscellaneous	5,000	15,000	20,000
CONFECTIONS & SOFT DRINKS	5,308,000	13,926,000	19,234,000
Confections	4,425,000	5,394,000	9,819,000
Soft Drinks	883,000	8,532,000	9,412,000
CONSUMER SERVICES	6,525,000	7,252,000	13,777,000
Dry Cleaning & Laundries	—	51,000	51,000
Financial	—	921,000	921,000
Insurance	3,627,000	1,355,000	4,982,000
Medical & Dental	—	80,000	80,000
Moving, Hauling, Storage	—	179,000	179,000
Public Utilities	1,755,000	3,731,000	5,486,000
Religious, Political, Unions	621,000	527,000	1,148,000
Schools & Colleges	—	64,000	64,000
Miscellaneous Services	522,000	344,000	866,000
COSMETICS & TOILETRIES	40,465,000	24,109,000	64,574,000
Cosmetics	4,196,000	3,642,000	7,838,000
Deodorants	3,545,000	1,193,000	5,476,000
Depilatories	11,000	115,000	126,000
Hair Tonics & Shampoos	8,374,000	4,967,000	13,341,000
Hand & Face Creams & Lotions	2,266,000	1,653,000	3,919,000
Home Permanents & Coloring	7,541,000	3,114,000	10,655,000
Perfumes, Toilet Waters, etc.	325,000	443,000	768,000
Razors, Blades	3,291,000	274,000	3,565,000
Shaving Creams, Lotions, etc.	2,838,000	867,000	3,705,000
Toilet Soaps	7,262,000	6,479,000	13,741,000
Miscellaneous	816,000	624,000	1,440,000
DENTAL PRODUCTS	8,940,000	8,186,000	17,126,000
Dentifrices	7,835,000	7,347,000	15,182,000
Mouthwashes	819,000	375,000	1,194,000
Miscellaneous	286,000	464,000	750,000
DRUG PRODUCTS	25,814,000	20,401,000	46,215,000
Cold Remedies	3,119,000	3,644,000	6,763,000
Headache Remedies	9,175,000	3,883,000	13,598,000
Indigestion Remedies	3,119,000	4,603,000	7,722,000
Laxatives	2,552,000	1,730,000	4,282,000
Vitamins	2,950,000	1,722,000	4,672,000
Weight Aids	165,000	1,007,000	1,172,000
Miscellaneous	4,194,000	3,446,000	7,640,000
Drug Stores	—	366,000	366,000
FOOD & GROCERY PRODUCTS	53,218,000	65,588,000	118,806,000
Baked Goods	1,801,000	14,265,000	16,066,000
Cereals	13,979,000	4,586,000	18,565,000
Coffee, Tea & Food Drinks	8,303,000	15,671,000	23,974,000
Condiments, Sauces, Appetizers	2,039,000	3,036,000	5,075,000
Dairy Products	5,655,000	3,875,000	9,530,000
Desserts	2,252,000	1,353,000	3,605,000
Dry Foods	5,796,000	3,562,000	9,358,000
Miscellaneous Frozen Foods	277,000	622,000	899,000
Fruits & Vegetables, Juices	4,479,000	3,441,000	7,920,000
Macaroni, Noodles, Chili, etc.	566,000	842,000	1,408,000
Margarine, Shortenings	3,078,000	3,720,000	6,798,000
Meat, Poultry & Fish	1,893,000	3,157,000	5,050,000
Soups	1,674,000	185,000	1,859,000
Miscellaneous	1,426,000	2,887,000	4,313,000
Food Stores	—	4,386,000	4,386,000
GARDEN SUPPLIES	213,000	547,000	760,000
GASOLINE & LUBRICANTS	1,501,000	12,103,000	13,604,000
Gas & Oil	1,501,000	11,532,000	13,033,000
Oil Additives	—	479,000	479,000
Miscellaneous	—	92,000	92,000
HOTELS, RESORTS, RESTAURANTS	88,000	200,000	288,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES	8,482,000	6,553,000	15,035,000
Cleaners, Cleansers	3,862,000	4,202,000	8,064,000
Floor & Furniture Polishes & Waxes	2,292,000	1,757,000	4,049,000
Glass Cleaners	863,000	182,000	1,045,000
Home Dry Cleaners	442,000	174,000	616,000
Shoe Polish	705,000	32,000	737,000
Miscellaneous	318,000	206,000	524,000
HOUSEHOLD EQUIPMENT	6,999,000	2,481,000	9,480,000
HOUSEHOLD FURNISHINGS	1,356,000	1,274,000	2,630,000
Beds, Mattresses, Springs	137,000	884,000	1,021,000
Furniture & Other Furnishings	1,219,000	390,000	1,609,000
HOUSEHOLD LAUNDRY PRODUCTS	24,811,000	18,652,000	43,463,000
Bleaches, Starches	1,337,000	2,513,000	3,850,000
Packaged Soaps, Detergents	23,326,000	15,315,000	38,641,000
Miscellaneous	148,000	824,000	972,000
HOUSEHOLD PAPER PRODUCTS	4,701,000	2,685,000	7,386,000
Cleansing Tissues	379,000	697,000	1,076,000
Food Wraps	1,462,000	602,000	2,064,000
Napkins	745,000	198,000	943,000
Toilet Tissues	1,422,000	446,000	1,868,000
Miscellaneous	693,000	742,000	1,435,000
HOUSEHOLD, GENERAL	3,640,000	2,281,000	5,921,000
Brooms, Brushes, Mops, etc.	—	252,000	252,000
China, Glassware, Crockery, Containers	1,074,000	36,000	1,110,000
Disinfectants, Deodorizers	1,236,000	582,000	1,818,000
Fuels (Heating, etc.)	—	353,000	353,000
Insecticides, Rodenticides	509,000	376,000	885,000
Kitchen Utensils	107,000	84,000	191,000
Miscellaneous	714,000	598,000	1,312,000
NOTIONS	7,000	221,000	228,000
PET PRODUCTS	3,517,000	2,393,000	5,910,000
PUBLICATIONS	781,000	519,000	1,300,000
SPORTING GOODS, TOYS	845,000	575,000	1,420,000
Bicycles & Supplies	—	3,000	3,000
General Sporting Goods	—	10,000	10,000
Toys & Games	136,000	500,000	636,000
Miscellaneous	709,000	62,000	771,000
STATIONERY, OFFICE EQUIPMENT	1,727,000	57,000	1,784,000
TELEVISION, RADIO, ETC.	5,013,000	675,000	5,688,000
Antennas	—	84,000	84,000
Radio & Tv Sets	3,186,000	152,000	3,338,000
Records	466,000	302,000	768,000
Miscellaneous	1,361,000	137,000	1,498,000
TOBACCO PRODUCTS & SUPPLIES	29,201,000	16,990,000	46,191,000
Cigarettes	28,997,000	15,577,000	44,574,000
Cigars, Pipe Tobacco	80,000	1,226,000	1,306,000
Miscellaneous	124,000	127,000	251,000
TRANSPORTATION & TRAVEL	1,547,000	1,601,000	3,148,000
Air	666,000	648,000	1,314,000
Bus	638,000	446,000	1,084,000
Rail	—	440,000	440,000
Miscellaneous	243,000	67,000	310,000
WATCHES, JEWELRY, CAMERAS	6,775,000	3,127,000	9,902,000
Cameras, Accessories, Supplies	4,141,000	171,000	4,312,000
Clocks & Watches	934,000	1,870,000	2,804,000
Jewelry	160,000	60,000	220,000
Pens & Pencils	1,031,000	1,003,000	2,034,000
Miscellaneous	509,000	23,000	532,000
MISCELLANEOUS	274,000	3,577,000	3,851,000
Trading Stamps	—	452,000	452,000
Miscellaneous Products	274,000	1,442,000	1,716,000
Miscellaneous Stores	—	1,683,000	1,683,000
TOTAL	$283,071,000	$249,415,000	$532,486,000

buy St. Louis à la card*
TOP RATED AVAILABILITIES
PROMOTION FOLLOW-THROUGH
LOWEST COST PER M
MORE VIEWERS PER SET
*KTVI rate card... your lowest cost per thousand TV buy in St. Louis
Represented nationally by BLAIR-TV
KTVI 2 abc
CHANNEL 2 ST. LOUIS

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

READY TO ROLL • Lehn & Fink Products Corp., for new Rolit 2 in 1 deodorant, starting ad campaign with co-op money available for radio spot. Agency: McCann-Erickson, N. Y.

SWEET SMELL OF SPOT • Chesebrough-Ponds (Matchabelli perfumes), N. Y., has set new tv spot campaign beginning Dec. 1, mostly using minute in nighttime three times weekly. Drive is for four weeks; markets not specified. Morse International, N. Y., is agency (account switches Jan. 1 to J. Walter Thompson) as result of sale of Matchabelli line from Vicks Chemical to Chesebrough-Ponds).

SHOT OF JAVA • Introductory campaign for Tasti-Cup Coffee Corp. (Tasti-Cup liquid instant coffee in push-button can), N. Y., may make use of tv, market-by-market, according to its agency, Roy S. Durstine Inc. No set media plans have yet been made.

MILLION MORE • NBC Radio last week reported $1 million in new buys, headed by Bristol-Myers' (Trushay) 52-week renewal of daytime and *Monitor* schedule through BBDO. Other buyers and their agencies: Scott Paper, J. Walter Thompson; Lever Bros. (Pepsodent), Foote, Cone & Belding; Aluminum Co. of America, Fuller & Smith & Ross; Elgin National Watch, J. Walter Thompson; American Safety Razor, Kenyon & Eckhardt; A. Stein & Co. (Perma-Life Products), Cruttenden Adv.; Christian Reformed Church, Stoetzel & Assoc.; B. Manischewitz & Co., Al Paul Lefton Co.; Lutheran Laymen's League, Gotham-Vladimir Adv.

FUTURE FULFILLMENT • Christmas Club via Brooke, Smith, French & Dorrance, N. Y., returns to network radio today (Nov. 17) for a four-week saturation campaign on MBS—five-minute Monday-Friday newscasts. Promotion is geared to promote 1959 Christmas clubs at banks, savings and loan institutions which this year will distribute $1.4 billion in accumulated Christmas club funds to some 13 million members.

BREW RENEWS • Hills Bros. Coffee, N. Y., has renewed its co-sponsorship of *Frank Goss News* (Mon. through Sat., 5:45-5:55 p.m., PST) on KNX Los Angeles and CBS Radio Pacific Network for 52 weeks. Renewal is effective Dec. 1 on 20 CRPN stations. N. W. Ayer & Son, N. Y., is agency.

NORTHERN DRIVE • Thomas Leeming & Co. (Ben-Gay, Pacquins, Silk 'n Satin) N. Y., has launched its New England saturation radio spot drive on 31 Yankee Network stations. Agency is William Esty Co., N. Y.

PIGSKIN PATRONAGE • Philip Morris Inc. has ordered one-half sponsorship, and Clinton Engines Corp. and Hygrade Food Products have each ordered one-quarter sponsorship of NBC-TV's coverage of the National Football League championship game Sunday afternoon, Dec. 28. Agencies are Leo Burnett Co. for PM, and W. B. Doner & Co., for Clinton Engines and Hygrade.

WATCH THE WEST • Elgin National Watch Co., Elgin, Ill., in pre-Christmas campaign, has signed for co-sponsorship of ABC-TV's *Sugarfoot* on Nov. 25 and its alternate program, *Cheyenne,* on Dec. 2 (both Tues., 7:30-8:30 p.m.). J. Walter Thompson, Chicago, is Elgin agency.

Petersen, Stanton Named VPs At EWR&R, Los Angels Office

Top-level appointments at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, were announced Tuesday by Emmett C. McGaughey, executive vice president.

Louis Petersen, senior account executive, was promoted to vice president, along with Richard Stanton, formerly account executive at Morey, Humm & Warwick, New York, who joins the Los Angeles staff of EWR&R. Messrs. Petersen and Stanton, together with Melvin E. Smith, vice president and account supervisor, will head account management, according to Mr. McGaughey.

Division of accounts also was announced. Mr. Stanton will be responsible for Albers dog and cat foods, Albers feeds, Carnation evaporated milk and General Milk Co., and Mr. Petersen for Albers cereals, California Bank, Carnation fresh milk and ice cream, Rootes Motors, Title Insurance Co. and White King Soap Co.

Mr. Stanton was an advertising consultant and headed his own agency before joining Morey, Humm & Warwick in 1956. Mr. Petersen was with the Milnot Co. and Procter & Gamble before joining EWR&R in June 1956.

Beer, Magazine, Sugar Accounts Added by Doyle Dane Bernbach

New billing in excess of $1.5 million was racked up last week by Doyle Dane Bernbach Inc., New York—now considerably ahead of itself in recouping the $5 million-plus billing plum it lost by resigning Max Factor & Co. last spring.

From Cohen & Aleshire Inc., New York, it picked up the $1 million West End Brewing Co. account, which places most of its allocations in the broadcast media; from Paris & Peart Inc., New York, it picked up the commissionable advertising for *Woman's Day* magazine, sold recently by the Greater Atlantic & Pacific Tea Co. (A&P Stores), and on the West Coast, it was designated agency for the Holly Sugar Corp., Denver, Colo., which bills $200,000-250,000.

Although it won't begin collecting agency commissions on West End until after the first of the year, C&A's loss adds another annual $750,000 radio-tv billing to DDB's expanding broadcast ledger. The *Woman's Day* account was a logical one to go to DDB, according to industry officials, who point out that the agency had done most of the creative work on the account via prior arrangement with A&P and its agency, Paris & Peart.

Tv Spot Sales Shoo-in To Best '57 Record

Spot television has $86,135,001 to go to beat last year's record; it should win in a walk.

Third quarter figures on the medium were released last week by Television Bureau of Advertising, showing the record third in history at $113,184,000—up 21.6% over last year's $93,094,000. So far this year spot tv has brought in $362,599,000; last year's 12-month total was $448,734,000. (Last year's fourth quarter was $119,835,000.)

The TvB-N.C. Rorabaugh estimates are projected from replies of 317 stations across the country. A further analysis of 277 stations that also reported in 1957's third quarter showed their 1958 increase at 19.5%.

Daytime sales in the third quarter accounted for 33.6% ($38,071,000) of the total; last year they made up 28.3%. Other time classifications and their 1958 value: night $61,622,000 (54.5%), late night $13,491,000 (11.9%). By types of spot, the breakdown was $84,363,000 (74.5%) for announcements (including participations), $10,660,000 (9.4%) for ID's and $18,161,000 (16.1%) for programs.

Norman E. (Pete) Cash, TvB president, commented that, "In spite of the recent activities of other media research on tv, it is obvious that advertisers are basing their distribution of advertising money on the evidence of sales. Advertisers do not use a medium at increased levels, as this report reveals they are doing with television, unless they know it is productive. The true efficiency of any medium is marked by how well it moves goods."

Although he didn't say so, Mr. Cash's remarks were obviously in reference to the questions about tv effectiveness raised by Miles Wallach of M. A. Wallach Research Inc. [LEAD STORY, Nov. 10; ADVERTISERS & AGENCIES, Nov. 3] and expressed before the Assn. of National Advertisers convention last week (see page 48).

AGENCY APPOINTMENTS

General Dynamics Corp. (Electro Dynamic and Electric Boat Divs.), N. Y., has appointed D'Arcy Adv., St. Louis and N. Y., as its advertising agency, replacing Gotham-Vladimir Adv., N. Y., effective Jan. 1, 1959.

Wilson Products Inc. (Wil-Hold hair setting and permanent wave accessories) appoints H. B. Humphrey, Alley & Richards, N. Y., for several new products.

Pomona Paper Products Inc., Pomona Calif., names Atherton Mogge Privett Inc., L. A., for its Kitchen Charm waxed paper and Marcal paper napkins.

Chun-Wong Inc., packager of Wong line of Chinese frozen foods, has named Compton Adv. Inc., L. A.

it takes **TALENT** brother..... and

THE BIG DIFFERENCE IN PHILADELPHIA RADIO IS TALENT

WPEN programs believable, selling, local personalities 24 hours a day, 7 days a week. Talent—that's why more local and more national advertisers buy WPEN than any other Philadelphia radio station.*

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
*BAR 1956—1957—1958

CITIZENS FOR DISNEY (BOTH HALF HOURS)
THEY'RE THE REAL McCOYS
'RAY FOR RIFLEMAN
NAKED CITY
LOVE THAT LAWMAN
WALT'S WONDERFUL!
WIN WITH WYATT
RINTY IS MY PET
MAVERICK IS ACES WITH ME

Last week's returns were positively hare-raising

The thunderous report of the November Trendex, this past Monday morning, was enough to make a network pop its buttons. Now has the smoke of battle cleared . . . now does a studious calm prevail . . . and now does this network's application of the *first* Trendex of the season stand vindicated in a clear analysis of the *second*.

Trendex ratings for all 29 common commercial nighttime periods in the first week of November: ABC, 15.8. Another network, 18.3. The third network, 15.3.*

Hare-raising, did we say? That's barely the half of it! ABC programs ranked first in ten of those time periods. Another network had fourteen first places. The third network had only five.**

We suspect there may be anguished cries of "Recount! Recount!" . . . mutterings about "scattered precincts." We expect to be cautioned that "it's still too early to tell."

But as the blustering winds of November (and the blistering truths of Trendex) descend with increasing authority, demurrers are swept aside. The people, bless their hearts, have spoken. Again.

ABC TELEVISION

*Source: Trendex Report, November 1958; Sunday through Saturday, 7:30-10:30 P.M., NYT.

**Look Left. Each first-place show is right on the button.

EIGHT TESTIFY OF BRIBE RUMORS, BUT NONE KNOWS WHO BEGAN THEM

- **Eckels, Sutton testimony conflicts on pre-grant maneuvers**
- **McConnaughey today answers charges he solicited $250,000**

Eight witnesses before the House Legislative Oversight Subcommittee last week agreed they heard "rumors" former FCC Chairman George C. McConnaughey solicited "bribes" totaling $250,000 for his vote in the ch. 4 Pittsburgh case.

Under gruelling questioning by the congressmen, the witnesses, all involved in FCC proceeding, pleaded ignorance as to who started the rumor or made a solicitation on behalf of Mr. McConnaughey.

On other points in last week's testimony, there were sharp conflicts in testimony, particularly between that given by Lee W. Eckels, official of winning applicant (following a merger) Tv City Inc., and George Sutton, Tv City counsel while the case was pending before the FCC.

Mr. McConnaughey, now practicing law in Columbus, Ohio, is scheduled to testify before the subcommittee today (Nov. 17). He already has been quoted in subcommittee records as denying an attempt to "sell" his vote and, in turn, has charged he was offered a "bribe" in the form of legal clients [LEAD STORY, Sept. 28].

Points of contention at the hearing:

- An alleged McConnaughey solicitation of $20,000 for each of 10 years (total $200,000) from ch. 4 applicant Hearst-WCAE Pittsburgh (which merged with Tv City) for his vote.
- An alleged McConnaughey solicitation of $50,000 from Tv City for his vote.
- When principals in the case first learned of these bribe attempts and who made them.
- Whether Tv City discharged Mr. Sutton as its counsel.
- The role played by then FCC General Counsel Warren Baker in the ch. 4 contest.
- Correspondence concerning attempts to effect a merger of Hearst and Tv City and alleged improper contacts with the FCC.
- The law firm of McConnaughey, Sutton & L'Heureux, formed July 1, 1957, immediately after Mr. McConnaughey and his administrative assistant, Robert L'Heureux, left the Commission. The firm was dissolved last summer.

The subcommittee's inquiry into the Pittsburgh case was first made public in September when investigator Oliver Eastland appeared as a witness [LEAD STORY, Sept. 28]. Mr. Eastland testified about the bribe offers, told to him by Mr. Eckels and Tv City President Earl W. Reed. Last week's hearings began Wednesday (Nov. 12) and ran through Friday. Mr. Baker and Mr. L'Heureux were scheduled to testify Friday [see AT DEADLINE, page 9].

The FCC granted ch. 4 (now WTAE [TV]) to merged applicants Tv City and Hearst, under the Tv City name, in July 1957, shortly after Mr. McConnaughey left the Commission. Under terms of the merger, Tv City principals were required to sell KQV Pittsburgh and the three other applicants, Wespen Tv Inc., Irwin Community Tv Co. and Matta Enterprises, were paid $50,000 expenses.

A federal grand jury also has investigated the alleged ch. 4 bribe attempts but did not take any action.

Subcommittee members present for all or part of last week's hearings included Chairman Oren Harris (D-Ark.), John Bell Williams (D-Miss.), Peter F. Mack Jr. (D-Ill.), Morgan Moulder (D-Mo.), John J. Flynt (D-Ga.) Charles Wolverton (R-N. J.) and Joseph P. O'Hara (R-Minn.). The sixth Democratic member, Rep. John Moss (D-Calif.), was chairman of another committee conducting hearings on a separate matter.

Chairman Harris returned to Arkansas Thursday afternoon and is not scheduled to be present today when Mr. McConnaughey testifies. Tuesday (Nov. 18) and Wednesday the subcommittee has scheduled several panels of lawyers and educators on the administrative process and ethical standards of government officials [GOVERNMENT, Nov. 3].

Witness: Earl F. Reed, president of Tv City Inc.

Mr. Reed testified that he first heard of the alleged bribe solicitations and the 3-3 tie vote the night of the June 3, 1957, oral argument after returning to Pittsburgh. He repeatedly stated, in answer to repeated questions by subcommittee members, that he could not remember the source of either rumor.

He said that approximately 1:30 a.m. on June 4, he called Mr. Eckels, told him what he had learned and to return to Washington the next morning and take care of the situation. The witness was emphatic in denying that news of a possible bribe or Commission vote reached him in Washington the day of the oral argument or that these subjects were discussed on the return flight to Pittsburgh on a National Steel Co. airplane, on which the FCC General Counsel Warren Baker also was a passenger. Mr. Reed is a National Steel principal and invited Mr. Baker to take the Pittsburgh flight.

Multiple station owner George B. Storer arranged his April 1957 luncheon meeting with Mr. McConnaughey, Mr. Reed said. He stated that he only asked the then FCC chairman to expedite consideration of the Pittsburgh case and at no time attempted to discuss its merits. Mr. McConnaughey talked at length about plans to enter private practice upon leaving the FCC and about prospects for clients, Mr. Reed said, but at no time did he actually solicit business or mention the planned association with Mr. Sutton.

He said he did not attach much significance to the talk until he learned of the Sutton - McConnaughey combination and then began to believe Mr. McConnaughey had been angling for business. He denied ever channeling, or offering to channel, any business into the McConnaughey Columbus firm. [Mr. McConnaughey has been quoted by Mr. Eastland as saying Mr. Reed offered to provide some clients.]

Asked of his first reaction to the reported bribe solicitation, Mr. Reed replied: "Mr. McConnaughey had a reputation for drinking and I just thought he had been talking in his liquor."

Mr. Reed said he was especially disturbed that Mr. Sutton was not present for the oral argument. "I thought it was a very bad way to use us," he said. He said Mr. Eckles was sent back to Washington because he (Reed) was concerned Comr. McConnaughey might shift his vote to favor Tv City, and he felt this would not be a good thing for his firm.

Subcommittee testimony contains a sec-

Hearst's McCabe

Tv City's Eckels

Tv City's Reed

Tv City's Desvernine

Tv City's Sutton

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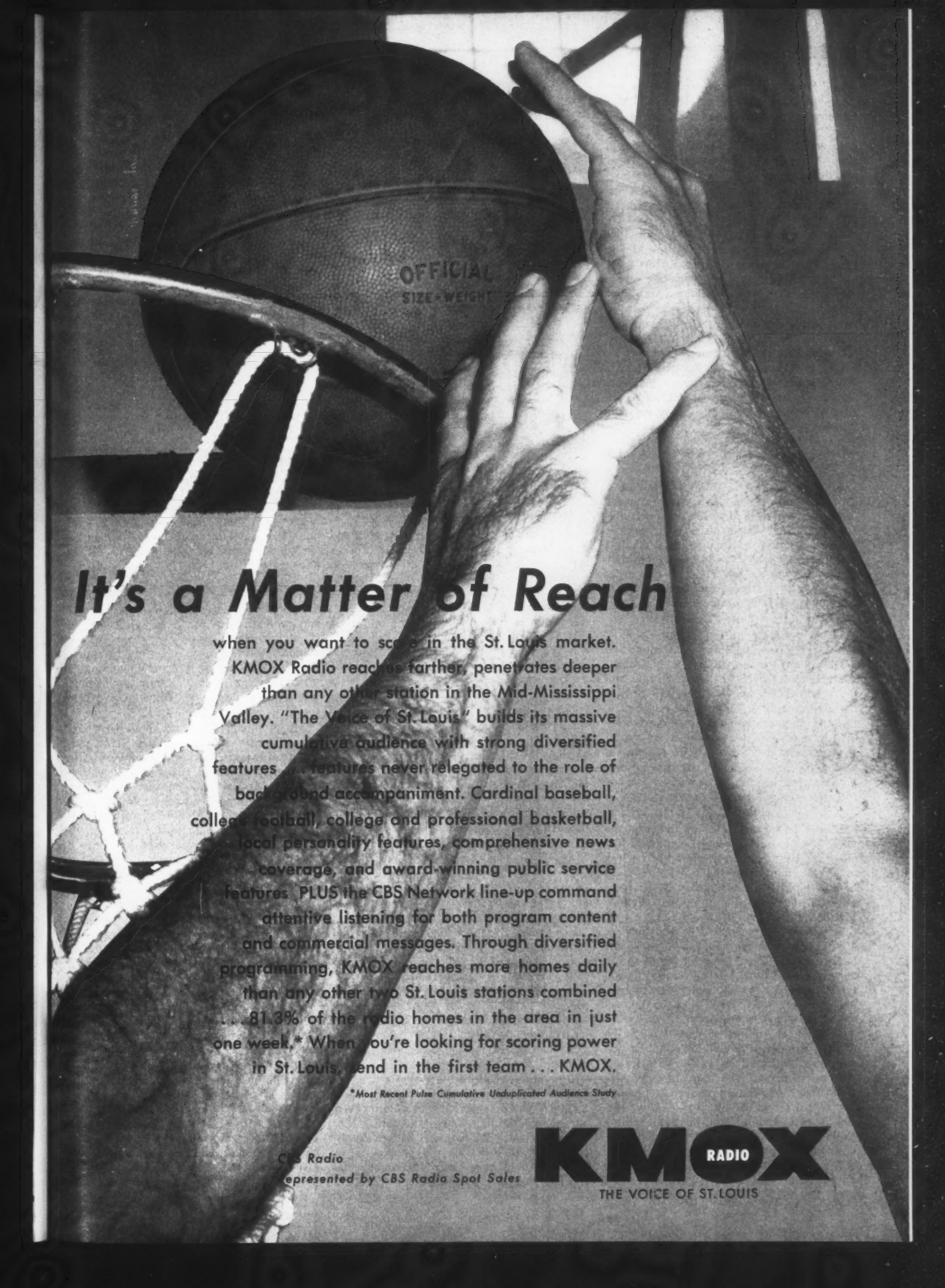

It's a Matter of Reach

when you want to score in the St. Louis market. KMOX Radio reaches farther, penetrates deeper than any other station in the Mid-Mississippi Valley. "The Voice of St. Louis" builds its massive cumulative audience with strong diversified features . . . features never relegated to the role of background accompaniment. Cardinal baseball, college football, college and professional basketball, local personality features, comprehensive news coverage, and award-winning public service features PLUS the CBS Network line-up command attentive listening for both program content and commercial messages. Through diversified programming, KMOX reaches more homes daily than any other two St. Louis stations combined . . . 81.3% of the radio homes in the area in just one week.* When you're looking for scoring power in St. Louis, end in the first team . . . KMOX.

*Most Recent Pulse Cumulative Unduplicated Audience Study

CBS Radio
Represented by CBS Radio Spot Sales

KMOX RADIO
THE VOICE OF ST. LOUIS

ond discrepancy in what was said at the Reed-McConnaughey luncheon. Mr. McConnaughey has been quoted as saying the Tv City president attempted to discuss the case and that he (McConnaughey) put a stop to this line of conversation. Mr. Reed said this was not so, that he never attempted to discuss the case and that Mr. McConnaughey made no such attempt to curtail the conversation.

Under questioning, Mr. Reed admitted drafting the letter that Pittsburgh Mayor David Lawrence sent to Comr. Robert Bartley [LEAD STORY, Sept. 29] speaking favorably of the Tv City application. Mr. Lawrence is the Democratic governor-elect of Pennsylvania. Mr. Reed placed much emphasis on the fact the letter was written following an initial decision favoring Tv City (a second decision favored Hearst-WCAE) and was perfectly proper, he maintained, because the mayor was interested only in obtaining additional tv service for Pittsburgh.

Witness: Lee W. Eckels, secretary-director of Tv City Inc.

Mr. Eckels contradicted, in the opinion of subcommittee members, his own testimony in several instances and was in direct conflict with later statements of Mr. Sutton. He said his first information of a possible bribe came when Mr. Reed called him early in the morning the day after the oral argument. He told of being sent back to Washington to "put out the fire," as he (Eckels) described it.

Upon returning to Washington June 4, 1957, Mr. Eckels said he first went to see W. Theodore Pierson, Tv City's chief counsel, and told him of the alleged bribe and the reported 3-3 tie vote. He said it was his understanding Comr. McConnaughey, through an unnamed agent, solicited $50,000, from Tv City to be paid over a period of five years, for his vote. The solicitation was made via a telephone call to Mr. Reed, he said, but he did not know who made the offer nor did he ask Mr. Reed.

Also, he said, he "believed" he told Mr. Pierson Tv City had 24 hours to accept the alleged bribe, and if not, it would lose the channel. He told the subcommittee he was under the impression the $50,000 was to be paid to Mr. McConnaughey in the form of legal fees to the proposed Sutton-McConnaughey law firm.

Following the meeting with Mr. Pierson, Mr. Eckels said he had lunch with Mr. Sutton and informed him: (1) that Tv City did not want Comr. McConnaughey's vote; (2) that Tv City was not interested in buying anybody's vote, and (3) that he (Sutton) would no longer represent Tv City.

He said the subject of the alleged bribe was not mentioned directly although he was sure Mr. Sutton knew what he (Eckels) was referring to. The fact Messrs. McConnaughey and Sutton planned to practice law together was enough for Tv City, Mr. Eckels said. Emphasizing his point with a slashing motion of his hands, he stated: "We were through [with Sutton] at that point."

Mr. Eckels also said he had heard of the purported $250,000 Hearst payment to Mr. McConnaughey but did not remember the source or sources.

Witness: Attorney George O. Sutton.

Mr. Sutton's version of what transpired at the June 4 luncheon was directly opposite of that given by Mr. Eckels, the second party present. He said categorically that Mr. Eckels did not fire him as counsel; did not mention a 3-3 tie vote or that Tv City was not interested in Comr. McConnaughey's support; did not mention in any way the alleged bribe, and, in fact, said he did not want him (Sutton) to withdraw from the case.

He said Mr. Eckels asked, at great length, about the proposed McConnaughey tie-up. Mr. Sutton stated he explained — and showed Mr. Eckels a draft of the proposed agreement—that the new firm would be in name only and that no fees would be shared. He also talked to Mr. Reed by telephone, Mr. Sutton said, and both the Tv City principals agreed that there was nothing in the proposed association that would hurt the tv application.

Mr. Eckels did make it clear, Mr. Sutton testified, that Mr. McConnaughey was not to share any of the fees paid Mr. Sutton and asked the Tv City counsel to submit a complete bill prior to formation of the firm "to be safe." "I have no written or oral communication to this day" that he no longer represents Tv City, Mr. Sutton said.

He maintained he continued to act in normal capacity for Tv City and KQV for sometime after June 4. He cited several telephone calls and letters to Tv City principals after that date purporting to show that he, in fact, still was acting as its counsel.

Chief Counsel Robert Lishman asked the witness if Mr. Eckels' mentioned the alleged $50,000 McConnaughey solicitation. "No sir, he did not but I wish he had," Mr. Sutton replied. "We wouldn't be here today trying to find out what did happen." He said he would have taken the matter immediately to all lawyers in the case, to the FCC, and to Mr. McConnaughey if necessary.

Mr. Sutton had not completed his testimony when the hearing adjourned at 5:30 p.m. Thursday afternoon and was scheduled to return Friday morning [see AT DEADLINE, page 9]

Witness: Attorney Raoul Desvernine.

Mr. Desvernine is Washington counsel and representative for National Steel and closely associated with Mr. Reed, also a National Steel principal. He told of a personal friendship with Warren Baker and a natural interest in the Tv City application, although he played no official role before the FCC.

Mr. Lishman asked him about 10 letters he had written concerning the ch. 4 contest, with most of them mentioning contacts and activities by Mr. Baker. One letter referred to Mr. Baker as "our man." He maintained the contacts between himself and Tv City principals with Mr. Baker were on procedural matters and never involved the merits of the case. He said he had been a friend of the then FCC general counsel for several years, that there was nothing improper in the relationship which was strictly on a social basis.

He was asked about an August 1952 letter to Edward Cooper of the Motion Picture Assn. in which he stated "my client [Tv City]" had not filed a tv application as yet. "I will say they are working through Mayor David Lawrence and you can draw your own assumption," the letter continued. Mr. Desvernine said he was referring only to Mayor Lawrence's efforts to secure additional tv service for Pittsburgh.

Mr. Desvernine said an April 1958 letter he wrote to the Justice Dept. stating he must have asked Mr. Baker about the legal implications of a 3-3 tie vote during the plane trip to Pittsburgh immediately following oral argument was in error. He said he had his dates confused and actually did not learn of the alleged tie until told this that same night by Mr. Reed. He also

Former SEC Head Offers Poser: Who's Overseeing Oversighters?

An ivy-leagued, young, assistant secretary of the Navy—J. Sinclair Armstrong, onetime chairman of the Securities & Exchange Commission—told Congress that it was shirking its responsibilities in not properly overseeing the independent regulatory agencies and at the same time ringingly declared that the agencies were not truly "arms of Congress" but executive branch functions.

Mr. Armstrong spoke at a luncheon meeting of the Administrative Law Section of the District of Columbia Bar Assn. on "Who's Overseeing the Oversighters?"

The answer, Mr. Armstrong said, was the American people. But before he gave the answer, Mr. Armstrong termed the record of congressional committees responsible for the securities laws as a "sorry" one. The bulk of Mr. Armstrong's talk was about the SEC and its postwar history of needed legislation. He also struck out at what he termed was the "grave disservice" of the House Legislative Oversight Committee in creating in the public's minds that the regulatory agencies are automatically susceptible to pressure from the White House. During the four years he was a member of SEC, Mr. Armstrong said, the number of congressional inquiries to the agency exceeded "by many hundred-fold" the number of White House inquiries.

Terming the independent agencies arms of Congress is a "convenient colloquial description," Mr. Armstrong said. The emphasis throughout his speech was on his unsuccessful efforts to get the responsible regular committees of Congress to do something about the problems confronting SEC.

A STATION IS MORE THAN A NETWORK AFFILIATE

Network service certainly contributes greatly to the strength of a television station—particularly if that network is CBS-TV.

But how does a station fare compared with others having the *same* network affiliation and located in markets with the *same* number of competitors? The answer is the true measure of *local acceptance and management excellence.*

One trade magazine recently made just such a comparison, averaging *all* ARB Reports from September, 1957, through May, 1958, and found that . . .

WISH-TV Indianapolis had the largest share of audience of all CBS-TV affiliates operating in four-or-more-station markets!

Certainly this is clear proof that *in markets where television competition is keenest*, WISH-TV is the strongest station of the strongest network—CBS-TV.

WISH-TV Indianapolis, Indiana • A Corinthian Station • Represented by Bolling

learned of the alleged bribe from Mr. Reed the next day, Mr. Desvernine testified.

Witness: Attorney W. Theodore Pierson.

Mr. Pierson stated he first learned of the alleged bribe solicitation and 3-3 vote from Mr. Eckels the morning of June 4, the day after oral argument of the ch. 4 case. He said he advised his client to immediately reject the offer and that if Comr. McConnaughey changed his vote to favor Tv City or abstained from voting, his firm—Pierson, Ball & Dowd—would withdraw from the case.

Mr. Eckels told him, Mr. Pierson said, that Mr. Reed had received the solicitation through an intermediary via telephone, and that Comr. McConnaughey was going to vote for Hearst if Tv City did not act within 24 hours. He said he asked Mr. Eckels who made the offer and Mr. Eckels replied he did not know.

The Tv City counsel said he considered bringing the matter to the attention of the Commission but decided against this action. Through a personal investigation, he could not prove or disprove the report. However, he said, he considered the alleged solicitation more than a rumor.

Mr. Pierson said at the outset he did not know of Mr. Reed's consultations with Messrs. Desvernine and Baker, but later learned of them and participated in one. "I'll admit, it wasn't very complimentary for me," he said.

At the outset of his testimony, Mr. Pierson hit the "implication" by Mr. Eastland that there was something ulterior in his friendship with then Comr. Richard A. Mack [LEAD STORY, Sept. 28]. He maintained there has never been anything improper in his relations with Mr. Mack or any other commissioner.

Harrison T. Slaughter and Nad A. Peterson, associates in the Pierson law firm, were called to testify briefly and generally corroborated Mr. Pierson's testimony.

Witness: Hearst's Charles B. McCabe.

Mr. McCabe, chairman of Hearst's radio-tv division and publisher of the *New York Mirror*, said that neither her, nor any member of the Hearst organization to his knowledge, had ever been approached regarding the alleged $200,000 retainer for Mr. McConnaughey. He said the only knowledge he had of this matter came from Mr. Eckels' affidavit to the FBI [LEAD STORY, Sept. 28].

He denied any personal knowledge to this day of how the individual commissioners stood in the Pittsburgh contest. However, on another occasion, he stated he understood Comr. McConnaughey twice had voted for Hearst but did not say where he obtained the information.

The subcommittee, with Mr. McCabe on the stand, spent a good deal of time on correspondence concerning merger talks between the two leading Pittsburgh applicants, particularly on an unfinished memorandum addressed to "Dear George." The document also had Mr. McConnaughey's name and home address penciled in. The witness said it was the beginning of a formal document intended to inform the FCC that negotiations had been broken off, but was never sent because the talks started again.

Rep. Wolverton said that memorandum had "every earmark of a personal report to George McConnaughey." He charged the major consideration in the merger was one of "personal interest, not public interest," and that an additional tv station for Pittsburgh was not a factor. Mr. McCabe countered that the congressman did not have the facts correct and that he "disagreed entirely."

Mr. McCabe said the three other applicants, although they had been "disqualified," were paid $50,000 each in expenses to get rid of their "nuisance value." He maintained Hearst had not been reimbursed $55,000 in expenses by Tv City, as testified in September by Mr. Eastland.

Mr. Lishman took sharp issue with this statement and introduced a letter and receipt which purported to show Hearst had been paid $55,000.

The witness said he did not take seriously an alleged Tv City statement that it would secure an "advantage" after Comr. McConnaughey left the FCC, thus giving Tv City a 3-2 vote. He denied this was a factor in the merger agreement.

Brower Suggests Cabinet Post For National Public Relations

"A new cabinet member to head a new department whose job it would be to speak for America" was suggested last week by Charles H. Brower, president of BBDO.

MR. BROWER

Addressing the annual conference of the Treasury Dept.'s U. S. Savings Bond Div. last Monday (Nov. 10) in Washington, Mr. Brower said the reason America is "so poor at selling democracy" is that "we have no advertising manager, no sales manager, no director of public relations."

The new department would be completely under the President's authority and its activities would be limited by him, Mr. Brower said. "Its purposes would not be thought control of any kind—it would simply try to see that America put its best foot forward on every occasion. It would not impinge upon the authority of other departments but would simply help and advise them."

Such a department would have pointed out to the Defense Dept. the world-wide moral victory awaiting the first nation to put an artificial satellite in orbit. It would have carefully planned the U. S. exhibit at Brussels and would help see that U. S. foreign aid is given "with grace, but with fanfare," Mr. Brower said.

Mich. Court Lifts Injunction Against WMSB (TV), WILX (TV)

A Michigan circuit court decision lifting a temporary injunction and dismissing a complaint by Jackson Broadcasting and Television Corp. paved the way last week for construction work and share-time operation of Michigan State U.'s WMSB (TV) and Television Corp. of Michigan's WILX (TV) next January.

Jackson Broadcasting and Television Corp. was an unsuccessful applicant for ch. 10, awarded earlier this year by the FCC to MSU and TCM. Last Monday, in Jackson (Mich.) circuit court, Judge John Simpson lifted an injunction against construction and dismissed the Jackson complaint.

KWKH's Clay Asks Reallocation To Assign Ch. 10 to Shreveport

Rulemaking to add ch. 10 to Shreveport, La., by shuffling vhf and uhf assignments in El Dorado, Little Rock and Hot Springs, all Arkansas, was requested of the FCC by Henry B. Clay, executive vice president and general manager—but not a stockholder—of KWKH-AM-FM Shreveport.

Mr. Clay asked that ch. 10 be moved to Shreveport from El Dorado, ch. 11 be moved from Little Rock to El Dorado, ch. 9 be moved from Hot Springs to Little Rock and ch. 64 be substituted for ch. 9 in Hot Springs. This would require KTVE (TV) El Dorado to change from ch. 10 to ch. 11 and KTHV (TV) Little Rock to change from ch. 11 to ch. 9, but equipment changes would be minor and the same transmitters and antennas could be used, Mr. Clay said.

This would make Hot Springs all-uhf with chs. 52 and 64. Video Independent Theatres Inc. surrendered its permit for ch. 9 there in July 1957. Southwestern Operating Co. has applied for ch. 9 there. Mr. Clay said he doesn't believe a tv station can survive in Hot Springs because of coverage of the city from Little Rock tv stations. He noted Shreveport is the 82d U. S. market, with 150,208 city population, while there is "no urbanized area" at Hot Springs. The shifts would meet all FCC requirements, he said.

Mr. Clay also is executive vice president (but not a stockholder) in KTHS-KTHV Little Rock, owned by the same interests as KWKH *(Shreveport Times)*. Mr. Clay owns 15.5% of KTRE-AM-TV Lufkin, Tex.

KWKH was an unsuccessful applicant for ch. 3, which was awarded to KTBS-TV in 1955.

Mr. Clay would own controlling stock in a proposed corporation which would apply for ch. 10 in Shreveport. Other stockholders: John A. Dykes, Charlton H. Lyons Jr. and N. H. Wheless Jr., none of whom have interests in KWKH or the *Shreveport Times*.

Two New Tv's Authorized

The FCC last week granted Turner-Farrar Assn. of Harrisburg, Ill., a construction permit for ch. 3. This grant is subject to a show cause order to change the offset carrier requirement for ch. 3 in Harrisburg. At the same time, the Commission granted a new educational tv outlet on ch. 16 in Pittsburgh, Pa., to Metropolitan Pittsburgh Educational Television Station. This group is also the licensee of ch. 13 WQED (TV) Pittsburgh. Pittsburgh is the only city having two educational tv channels.

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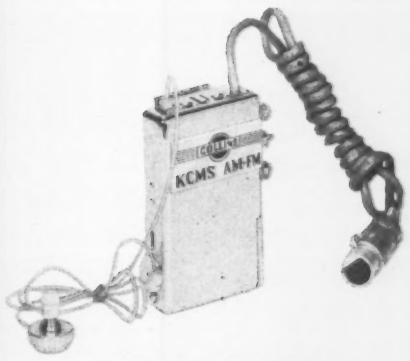

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IDEA OF SWEEPING EX PARTE BAN JOLTS FEDERAL OFFICES, LAWYERS

- **Justice Dept. makes proposal in Miami ch. 10 brief**
- **'Influence' case resumes today with arguments by all**

Sweeping recommendations that would threaten the voting qualifications of any public official who listens to off-the-record solicitations in an adjudicatory case have jolted official Washington and the lawyers who practice before federal agencies.

Government officials and many outside attorneys have expressed amazement at the all inclusive recommendations contained in the Justice Dept.'s brief filed in the Miami ch. 10 case last week.

The subject was certain to be much debated among lawyers in coming months.

Meanwhile the next step in the notorious Miami ch. 10 "influence" case takes place today (Nov. 17) when all parties appear before Judge Horace Stern to argue their positions.

The oral argument before the special FCC examiner bids fair to be one of the longest in FCC annals. Acting on request, Judge Stern granted each party one hour for its presentation. There are eight parties listed in the case, but two of them have not been active.

The parties are Public Service Television Inc., subsidiary of National Airlines, which holds the grant for ch. 10 in Miami (WPST-TV); WKAT Inc., North Dade Video Inc. and L. B. Wilson Inc., unsuccessful applicants for the Florida tv channel; special FCC counsel; Dept. of Justice (as *amicus curiae*); FCC's Broadcast Bureau and Eastern Airlines. The last two have not actively participated in the rehearing and did not file briefs last week.

The oral argument takes place in Room 7134 at the FCC, beginning at 11 a.m.

The Miami ch. 10 case was remanded to the FCC by the U.S. Court of Appeals last summer at the request of the Commission. This followed allegations of off-the-record contacts by several of the applicants with Comr. Richard A. Mack. The charges were made before the House Subcommittee on Legislative Oversight earlier in the year.

Comr. Mack resigned from the Commission last spring. He, and his benefactor-friend, Thurman A. Whiteside, were indicted by a grand jury last fall. Both have pleaded innocent.

Judge Stern's initial decision may be issued before mid-December, it is estimated. The retired Pennsylvania Supreme Court chief justice has stated that he intends to hand down his decision as quickly as possible.

Under normal procedures, the next moves would be filing of exceptions to the initial decision by the parties. The entire Commission then holds oral argument and issues its final decision thereafter.

Since the case is still under the jurisdiction of the appeals court, the Commission's final decision cannot become effective until the court approves.

Both the Justice Dept. and the FCC's special legal staff recommended the disqualification of Comr. Mack's vote. Justice recommended that Mr. McConnaughey's vote be disqualified, also because he was talked to about the case.

Public Service called for the FCC to re-vote the case. It held that Comr. Mack's vote cast a cloud on the victory it had already won before the final vote, in which Mr. Mack first participated, was taken.

WKAT urged that the grant be revoked and that its activities be found not to be improper. It strongly pleaded that all so-called *ex parte* representations not be blanketed as disqualifying.

North Dade held that all but itself and L. B. Wilson were tainted.

The Wilson document was a listing of all persons allegedly involved in backstairs contacts, a chronology of the events and a chapter giving legal citations on the subject of disqualifications and extra-record representations.

Justice parted company with the FCC on two significant points:

- That any off-the-record contact with a commissioner, whether by a party or not, disqualifies the commissioner and the party in whose behalf the contract was made.
- That the FCC should open Miami ch. 10 to new applications, since the disqualification of all parties but L. B. Wilson leaves the situation in an anomalous position. This viewpoint was taken, Justice stated, because the FCC in its final decision found Wilson "competitively weak" after the death of Mr. Wilson during the proceedings.

Justice's sweeping condemnation of all *ex parte* contacts with commissioners excited varying reactions from FCC officials and outside communications lawyers.

It was felt that it was impossible to insulate the commissioners completely and that in many cases the intercessions were insignificant and minor—and certainly were not the fault of the commissioner.

One observer pointed out that a vicious applicant could use the technique of sending friends to see commissioners to disqualify half of them, if this was followed.

One of the several observations elicited from outside lawyers was what would be the outcome of such a sweeping condemnation of off-the-record talks with commissioners. It was felt that acceptance of such a "pure" attitude would require the FCC to reopen virtually every tv grant made following a comparative hearing—certainly all those made after 1952 when the Commission resumed processing tv applications following the freeze.

The Justice Dept. recommendation that Miami ch. 10 be opened for new applications was considered gratuitous by many of the lawyers in the case. Edgar W. Holtz, associate FCC general counsel, pointed out that this was not an issue before Judge Stern. He declared that only the FCC could decide what to do after the current proceedings were completed.

Condensations of the various briefs filed last week are as follows:

JUSTICE DEPT. BRIEF

The Dept. of Justice recommended that WKAT, Public Service and North Dade be disqualified.

It made a distinction between the first two and North Dade; the last, it said, "attempted" to influence the outcome of the Miami ch. 10 case.

The government also maintained that both Comr. Mack and then Chairman McConnaughey disqualified themselves from voting in the final decision because of the conversations they had with friends of the various parties—which they did not report to the Commission.

"The parties cannot excuse their improper attempts to influence individual Commissioners," the Justice Dept. said, "on the ground that they sought merely to offset or 'neutralize' pressures which they believed were being exerted by the others. If the applicants believed that such improper activities were taking place, their duty was to inform the Commission and other interested law-enforcement agencies. . . . They clearly were not thereby authorized to resort to similar improper activities in their own behalf."

The Justice Dept. summed up its position by saying "that any party that initiated, authorized or later ratified any *ex parte* contact of any Commissioner concerning the merits of the pending case should be disqualified."

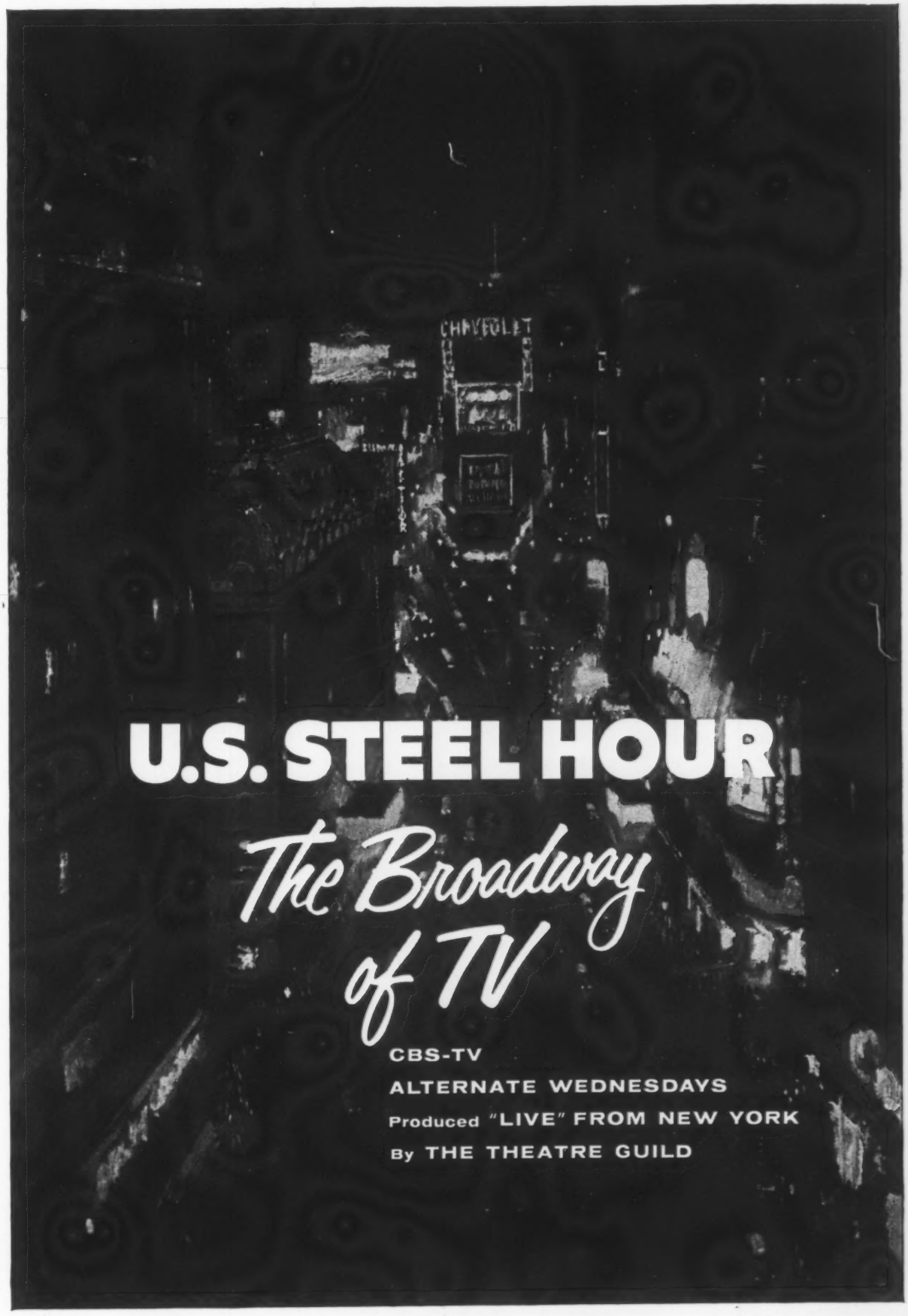
The government went a step further than any of the other parties when it also recommended that "appropriate steps be taken to enable new parties to apply." This point was discussed in a footnote to the Justice Dept.'s brief, which pointed out that since L. B. Wilson would be the only remaining applicant and since, due to Mr. Wilson's death, the FCC had found the Wilson ap-

TRIGGER HAPPY?

When Judge Horace Stern opens the oral argument today (Nov. 17) in the Miami ch. 10 case he will be faced by a complaint that the Justice Dept. pulled a fast one when it released its brief on Saturday, Nov. 8. Saturday is not normally a working day in the government.

The complaint was filed with Judge Stern by Norman E. Jorgensen, attorney for Public Service Television Inc., the National Airlines subsidiary. Mr. Jorgensen tagged the Justice Dept.'s action as indicating "unseemly haste . . . in order to secure favorable weekend press coverage."

Mr. Jorgensen asked that the special trial examiner publicly censure the Dept. of Justice for this activity.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plication "competitively weak," it might be appropriate to permit new parties to file applications for ch. 10 and for Wilson to amend its application to show present ownership.

In its recital of the evidence presented at the rehearings before Judge Stern, the Justice Dept. tagged A. Frank Katzentine, principal owner of WKAT, with having enlisted the aid of the following to intercede with Comr. Mack in WKAT's behalf: Perrine Palmer Jr., Jerry W. Carter and Ben H. Fuqua.

Also mentioned as WKAT advocates were Sens. Estes Kefauver (D-Tenn.) and George A. Smathers (D-Fla.). It was also alleged that Mr. Carter spoke to then FCC Chairman McConnaughey in behalf of WKAT's application.

Justice also stated that Public Service used Thurman A. Whiteside, friend of Comr. Mack, in its behalf.

It noted with apparent distaste the fact that G. T. Baker, president of National Airlines, expressed gratitude for the letternote in behalf of National Airlines left for Comr. Edward M. Webster by Paul Goldsborough, former Aeronautical Radio Inc. official. Mr. Webster retired from the FCC before the final Miami ch. 10 vote.

North Dade attempted to use pressure through former FCC Comr. and former Republican Congressman (Ohio) Robert F. Jones, the government charged. This did not involve any off-the-record representations to FCC commissioners, Justice Dept. pointed out, but did lead to activity on Capitol Hill. Mr. Jones also submitted to Comr. T. A. M. Craven a document supporting North Dade, Justice Dept. cited, but agreed that this was after the final decision was issued. Comr. Craven abstained in the final Miami ch. 10 vote.

In discussing Mr. Mack's position the Justice Dept. stated that he should have disqualified himself at the outset because he had signed a letter in behalf of WKAT and had voted to authorize Mr. Carter to appear in behalf of WKAT. This was while Mr. Mack was a member of the Florida Railroad & Public Utilities Commission.

Mr. McConnaughey should have disqualified himself also, Justice Dept. declared, because Sen. Spessard Holland (D-Fla.) talked to him in behalf of WKAT.

The government brief was signed by Attorney General William P. Rogers, Assistant Attorney General Victor R. Hansen, chief of the antitrust division; Robert A. Bicks, first assistant, antitrust division, and antitrust division lawyers William H. Crabtree, Henry Geller and Robert J. Levy.

FCC BRIEF

The FCC's special staff recommended that WKAT, Public Service and North Dade Video be disqualified. They also held that Comr. Mack was disqualified to vote in the FCC's final decision because of the many attempts made by WKAT and Public Service to influence his vote.

This being so, the Commission brief held, the grant should be voided.

The Commission's argument did not go as far the Justice Dept.'s on what should be done with the ch. 10. Justice suggested that a brand new hearing, with new applicants, be instituted. The FCC brief was silent on this point. Presumably, the grant would fall to the remaining original applicant, L. B. Wilson Inc.

The FCC brief held that A. Frank Katzentine induced Perrine Palmer, Jerry W. Carter and Ben H. Fuqua to see Mr. Mack and plead the WKAT case. The Commission's brief mentioned also that there is "substantial" evidence in the record that Mr. Carter also spoke to then FCC Chairman George C. McConnaughey and urged the WKAT application. It pointed out that Mr. Katzentine had "unsuccessfully" attempted to hire Thurman A. Whiteside, Mr. Mack's friend and benefactor, to see Mr. Mack on his behalf, and had solicited the help of Sens. Estes Kefauver (D-Tenn.), Warren G. Magnuson (D-Wash.) and Spessard Holland (D-Fla.).

National Airlines is tainted, the Commission's brief argued, because G. T. Baker, National president, and Paul R. Scott, counsel and stockholder of National Airlines, and Judge Robert H. Anderson, a member of the same law firm as Mr. Scott and also a National Airlines stockholder, attempted to hire Mr. Whiteside and when he refused to accept a retainer but offered to help, did nothing to stop him. The record shows, the Commission document stated, that Mr. Whiteside did see Mr. Mack several times in behalf of National Airlines.

The hiring of former FCC Comr. and Congressman (R-Ohio) Robert F. Jones was considered a black mark against North Dade Video, the FCC's brief stated. Mr. Jones saw several Congressmen and Capitol Hill staff members and attempted to "foment" action designed to prevent any airline from owning a tv station, the FCC document asserted. The former FCC member also left with Comr. T. A. M. Craven a document favoring North Dade, but this was after the final decision had been issued and Comr. Craven had abstained from voting, the FCC brief pointed out. However, it added, the case was still not completely closed, and in fact petitions for reconsideration and court appeals were to be filed later.

The Commission brief referred to the fact that Mr. Mack as chairman of the Florida Railroad & Public Utilities Commission, had written a letter to the FCC endorsing Mr. Katzentine's application. Mr. Mack also was a state utilities commissioner at the time when that body approved a resolution authorizing Mr. Carter to appear before the FCC in Mr. Katzentine's behalf.

In the event, the FCC staff said, that the examiner is not convinced that these applicants, or any of them, should be disbarred, the examiner should adopt a conclusion holding that such conduct must be considered adversely in any subsequent comparative hearing.

Although the Commission lawyers did not challenge then Chairman McConnaughey's vote, they stated in a footnote that there was no need to do so. If Comr. Mack is found to be disqualified, then a new decision is required, Mr. McConnaughey is no longer a member of the FCC and therefore would not vote in a second decision. If Mr. Mack is found not to be disqualified then Chairman McConnaughey's vote cannot be challenged either, the FCC brief asserted.

The Commission legal brief stated there was no excuse for Mr. Katzentine's activities on the belief he was acting in self-defense to neutralize extra-record pressures by other applicants.

"On the record," the FCC brief said, "no such contention could in any event be sustained; it is clear that Mr. Katzentine was seeking *ex parte* support from United States Senators almost immediately after the initial decision was handed down in April 1955—long before, according to his own testimony, he first heard rumors of *ex parte* activities by any other party."

Answering the claims that Mr. Whiteside's intervention in behalf of Public Service was his own idea, and not that of Public Service officials, the Commission lawyers observed: "This does not exculpate Public Service . . . it must be concluded that the responsible officials of Public Service were aware that, as a result of their initiative in repeatedly seeking Whiteside's assistance, he both intended to speak to Comr. Mack in their behalf and had in fact spoken to him . . . the officials of Public Service, who knew of these intentions and actions and at least indirectly stimulated them, clearly failed in their obligations to be principals of a license." The legal memorandum also referred to Mr. Baker, in effect, ratifying Mr. Whiteside's actions when he, Mr. Baker, "cynically stated that if Whiteside had in fact assisted Public Service through his contacts with Comr. Mack, he Baker was grateful to him."

The Commission lawyers said that Public Service "at least condoned the subornation of the administrative process of the Commission and more probably intentionally instigated such subornation . . ."

The FCC attorneys said it was not necessary to determine if there was any connection between Whiteside's activities in behalf of Public Service and the "highly coincidental" placing of certain of Public Service's

DOUBLE TAKE?

The Dept. of Justice's announcement on its position in the Miami ch. 10 case wasn't four days old before it was the center of a twitting from Rep. Oren Harris (D-Ark.).

Mr. Harris said he was amazed (but gratified) at Justice's position that off-the-record contacts with FCC commissioners disqualified the commissioner and the party. "That is what is already spelled out in the law," Mr. Harris said. "When we wrote it we intended to disqualify persons who made unofficial approaches to the Commission. But I am amazed the Justice Dept. now is interpreting it in this way, because as recently as last spring they were insisting on a different interpretation."

YOU MAY NEVER MATCH SEWARD'S PURCHASE*—

BUT... You Can Buy Kalamazoo - Grand Rapids At A Great Bargain!

With WKZO-TV you can buy more territory and reach more *people* in Greater Western Michigan than are available from any other television station— 600,000 TV homes in one of America's top-20 markets!

WKZO-TV telecasts from Channel 3 with 100,000 watts from a 1000′ tower. It is the Official Basic CBS Television Outlet for Kalamazoo - Grand Rapids.

Ask Avery-Knodel!

**William H. Seward bought Alaska from Russia in 1867 for $7,200,000. Opponents of the purchase called it "Seward's Folly".*

AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings		
	WKZO-TV	Station B	Ties
MONDAY THRU FRIDAY			
7:30 a.m. to 5:00 p.m.	99	89	2
5:00 p.m. to midnight	92	47	1
SATURDAY			
8:30 a.m. to midnight	38	23	1
SUNDAY			
9:00 a.m. to midnight	43	17	
TOTALS	272	176	4

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000′ TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

insurance with the Stembler-Shelden Insurance Agency in which both Whiteside and Mack had an interest, or the "equally coincidental" awarding of a consultant's contract to Mr. Shelden by National.

North Dade's hiring of Mr. Jones, with payment of $2,000, was, the Commission lawyers said, "for the purpose of at least indirectly influencing the Commission's final decision, outside the record." Mr. Jones was not hired solely to block a possible grant to National, the FCC brief stated, his mission was much broader—"to take whatever off the record action he might be in a position to take in behalf of North Dade and in opposition to all three of the competing applicants." The FCC document concluded: "North Dade by its actions here has disqualified itself just as definitively as would have been the case had [Walter] Compton and [Marshall] Luce specifically hired Mr. Jones to speak directly to the Commissioners."

The FCC brief was signed by Edgar W. Holtz, associate general counsel; Richard A. Solomon, assistant general counsel; and James T. Brennan, and Upton K. Guthery, both attorneys in the general counsel's office.

PUBLIC SERVICE TV BRIEF

Public Service Television Inc. held itself clean of any attempts to influence the FCC or anyone else outside the normal channels of adjudication. It said, however, that there was no doubt Comr. Mack was approached by various individuals and that therefore he was disqualified. It asked the hearing examiner to find that this vote did not result in the award of ch. 10 to Public Service; that Public Service is qualified to hold a broadcast license, and that any taint on its grant be removed by having the Commission reconsider the grant.

Public Service made the point that "Whiteside was not engaged, did not take any action at the request of Public Service or its parent National, was not its agent, did not report to any Public Service or National principals, and nothing Whiteside did was known to or ratified by any Public Service or National principals."

It also maintained that Comr. Mack did not participate in the Commission's 1955 instructions to its staff to prepare a decision in favor of Public Service (Comr. Mack was appointed to the FCC July 8, 1955 but did not participate in the July 18, 1955, oral argument or in the Dec. 21, 1955, instructions to the staff). Therefore, Public Service said, "the sole effect of Mack's subsequent vote in its favor in 1957, when the final Commission vote was taken, was to cast a cloud over a victory Public Service had already won on the merits."

The present holder of Miami's ch. 10 charged that WKAT, L. B. Wilson and North Dade had engaged in improper activities.

It listed the activities of various people it claimed spoke to Comr. Mack in behalf of WKAT. It also claimed that Sen. George A. Smathers (D-Fla.) spoke to Comr. Mack in behalf of the L. B. Wilson application. It alluded to the activities of former Comr. Robert F. Jones in behalf of North Dade Video Inc. and claimed also that North Dade officers and directors had spoken about the case to then Comr. George E. Sterling and present Comr. Rosel H. Hyde.

Public Service also declared that there is nothing in the Communications Act which provides for the disqualification of a Commissioner; the question of whether or not Comr. Mack should have disqualified himself rested with himself alone.

The ch. 10 grantee also cited the provisions of the Communications Act which refers only to the ban on parties to the proceeding talking *ex parte* to the commissioners. "All other persons apparently were free to speak *ex parte* to Commissioners," it pointed out.

The Public Service brief was signed by Norman E. Jorgensen and William I. Denning, both of Washington, and Alexander G. Hardy, Washington counsel for National Airlines.

WKAT BRIEF

WKAT maintained that the activities of Mr. Katzentine—"not only proper in the narrow sense of the word; it was honorable in the broadcast sense of the citizen who courageously risks his own reputation to prevent, and later to expose, wrongdoing in high places"—were to preserve "not destroy" the integrity of the FCC.

The WKAT brief stated that Mr. Katzentine was attempting to prevent the "commission of a crime . . ." and that his efforts were directed toward attempting to convince Mr. Mack that he should vote on the merits of the case and not be bound or committed to anyone.

WKAT asked that Judge Stern find that Comr. Mack should have disqualified himself; that Public Service Television Inc. secured the vote of Comr. Mack by "corrupt and unlawful means"; that WKAT and Mr. Katzentine did not attempt to, and in fact did not improperly influence any member of the Commission; the Commission's grant of ch. 10 to Public Service Television Inc. was void and that the grant to the National Airlines' subsidiary be withdrawn, and Public Service was disqualified from any further consideration as an applicant.

In discussing Mr. Katzentine's activities, the WKAT brief maintained that this conduct cannot be characterized as improper "unless a general rule is to be established under which all *ex parte* representations to Commissioners are held improper *per se* regardless of their purpose or effect."

The activities in which Mr. Katzentine engaged, the brief said, were not unusual. Federal commissions, WKAT stated, "have failed to develop the atmosphere and relationships universally maintained in judicial proceedings." The brief referred to the "looseness" and "informality" of the relationships between parties and commissioners.

If a rule is laid down, WKAT warned, that off-the-record representations of any kind are grounds for disqualification then the FCC would be faced with a "manifest" duty to review all comparative radio and tv proceedings for possible *ex parte* discussions with commissioners.

In discussing the reasons why it feels Public Service must be disqualified, WKAT observed that National Airlines "must be indeed regarded as fortunate" if it loses no more than the television station. This, undoubtedly, is a reference to National's certification as a scheduled airline.

The WKAT brief was signed by Paul A. Porter, G. Duane Vieth and James O. Juntilla.

NORTH DADE VIDEO BRIEF

North Dade Video Inc. held that both Public Service and WKAT be disqualified, that the grant be withdrawn from Public Service and that Comr. Mack was disqualified from voting on two counts—

- That he had been a party to off-the-record solicitations by representatives of both Public Service and of WKAT, and
- That through his interest in a Miami insurance agency he was in conflict with the Communications Act provision prohibiting a commissioner from engaging in any business serving any company in communications.

Mr. Mack was a beneficial partner in the Stembler-Shelden Agency, which handles the insurance of WPST-TV (the Public Service Television station), and which handled the insurance of WKAT Inc. until this was terminated by Mr. Katzentine.

No evidence tainting the activities of the other two applicants, North Dade and L. B. Wilson, has been adduced, North Dade stated.

North Dade maintained that the efforts of Robert F. Jones, former FCC commissioner and former Congressman (R-Ohio) in behalf of North Dade does not justify its disqualification. "The testimony reveals," the North Dade brief declared, "only that Jones attempted, and without much success, to stimulate some interest in Congress on the subject of the ownership of a television station by an airline."

And, the North Dade brief went on, the memorandum turned over to Comr. Craven by Mr. Jones was not only delivered after the final vote was taken in which Mr. Craven abstained, but also after Mr. Craven told Mr. Jones he would not participate in any further proceedings in the case. No improper motive can be attributed to Mr. Jones or North Dade, the brief stated.

The North Dade brief was signed by A. Harry Becker and Nathan H. David.

L. B. WILSON INC. BRIEF

The L. B. Wilson brief made only one point: That the grant to Public Service Television Inc. should be set aside.

Otherwise, L. B. Wilson submitted a document that was divided into four parts. These were: (1) a list of names of all people who were mentioned in connection with the case; (2) a chronology of events referred to in the hearing; (3) a summary of reported decisions on character qualifications, and (4)

To sell Indiana, you need both the 2nd and 3rd ranking markets.

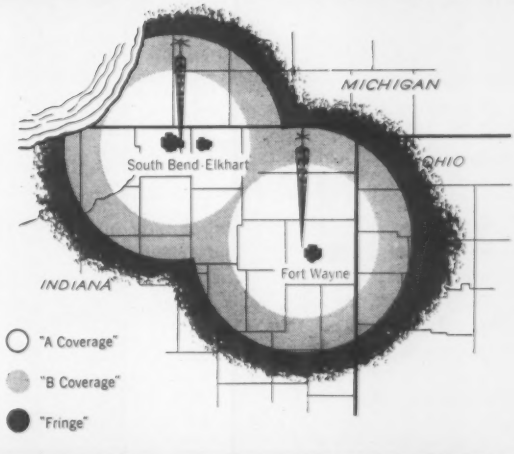
NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWO GUNS in Indiana!

Here, where hunting's the hobby, sharpshooting advertisers bag *two* traditional test markets—Fort Wayne and South Bend - Elkhart — with *one* combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.*



call your **H-R** man now!

wsjv 28 ABC SOUTH BEND ELKHART

wkjg 33 NBC FORT WAYNE

a summary of various instances of improper attempts to influence the FCC. The Wilson document lists about 50 names, relates the chronology of principal events beginning in 1951, cites eight court cases regarding character qualifications of applicants, and lists 28 instances of alleged *ex parte* representations on the part of all the applicants except itself.

The L. B. Wilson brief was signed by Paul M. Segal and Robert A. Marmet.

Storer WITI-TV Buy Okay With Reservation

The FCC last week approved by a 3-1 vote the purchase of WITI-TV Milwaukee (ch. 6) by Storer Broadcasting Co. for $4,462,500 from Sol and Jack Kahn, Arthur and Lawrence Fleischman, Robert K. Strauss, Max Osnos and others.

The approval last week was conditioned on Storer disposing of its now-dark WVUE (TV) Wilmington (Philadelphia) to remain within the 5-vhf tv limit and was made "without prejudice" to whatever action the FCC may want to take when it makes its final determinations on the Network Study (Barrow) Report.

The FCC action last week came after Storer's answer [GOVERNMENT, Nov. 3] to queries by the FCC asking for more information on "concentration of control factors" in the WITI-TV purchase [GOVERNMENT, Oct. 20]. Comr. Robert T. Bartley dissented to the approval last week and voted for a hearing as he has in the past on transactions where multiple owners are involved. Approving the purchase were Comrs. T. A. M. Craven, John S. Cross and Rosel H. Hyde, acting chairman.

In its letter asking more information from Storer, the FCC had asked whether the company plans to set WITI-TV rates in combination with its other broadcast stations and why Storer thinks it can operate WITI-TV as non-network-affiliated station successfully when it was unable to do so with WVUE.

Storer replied that it does not intend to set WITI-TV rates in combination with its other broadcast properties and that WITI-TV is in a much better position competitively in Milwaukee than was WVUE in Philadelphia.

Other Storer stations, besides WVUE, are: WAGA-AM-FM-TV Atlanta; WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV Toledo; WJBK-AM-FM-TV Detroit; WIBG-AM-FM Philadelphia; WWVA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami.

Supreme Court Seeks FCC Views On Philco Charges Against NBC

The U. S. Supreme Court last week asked for the views of the FCC in the Philco fight to have NBC's Philadelphia stations set for hearing. The Court asked the Solicitor General to ascertain the views of the FCC in the case. No date was given for the response to this request.

The case is before the Supreme Court on appeal by Philco against a lower court ruling upholding the FCC's position that Philco had no standing to protest the renewal of the licenses of WRCV-AM-FM-TV Philadelphia.

Philco asked that the NBC stations' license renewals be set for hearing last year. The Commission denied the request on the ground Philco was not a party in interest. Philco appealed this ruling but the appeals court, last June, upheld the FCC. Philco has contended that NBC's ownership of stations in Philadelphia was unfair competition, since Philco is a competitor of RCA in manufacturing and selling appliance and radio-tv products.

FILM

NATL. THEATRES STARTS NTA BUY

National Theatres Inc., Los Angeles, last week took its first step toward acquiring National Telefilm Assoc., New York, when National Theatres' board of directors approved an agreement to purchase the common stock holdings of the three principal officers of of NTA.

John B. Bertero, National Theatres president, said the purchase agreement covered 160,500 shares of NTA stock held by Ely A. Landau, board chairman; Oliver A. Unger, NTA president and Harold Goldman, NTA executive vice president. Mr. Landau holds 80,250 shares, and Messrs. Goldman and Unger 40,125 shares each of the approximately 1.1 million shares outstanding.

The agreement provides that for each share of NTA stock, Messrs. Landau, Unger and Goldman will receive $11 principal amount of 5½% subordinated sinking fund debentures of National Theatres, due March 1, 1974, plus a warrant for the purchase of one-quarter of a share of National Theatres common stock. They will continue to serve in their present capacities at NTA.

Mr. Bertero noted that the purchase is on the same basis as the exchange offer, previously announced by National Theatres last August [FILM, Aug. 18], to be submitted to all stockholders of NTA, following approval by National Theatres' stockholders at a special meeting scheduled for December.

By effecting "a firm agreement" at this time with the controlling stockholders of NTA, Mr. Bertero pointed out, National Theatres now is in "a position to accelerate proceedings to secure certain governmental approvals, thus facilitating the formal offer to NTA stockholders."

National Theatres, considered the second largest theatre chain in the U.S., operates approximately 300 motion picture houses in the middle and far west, as well as amusement park facilities in California. Last spring the company bought WDAF-AM-TV Kansas City [CHANGING HANDS, April 28]. National Theatres' revenues are reported to have declined about 33% since 1947-49 and this situation apparently prompted the diversification program upon which the company has embarked.

NTA is regarded as one of the fastest-growing organizations in the tv field but its debt position is said to be top-heavy. The company is one of the leading distributors of tv film programs, largely feature films.

BRYNA BANKROLL

Hollywood actor Kirk Douglas has said that he has at least $4.5 million worth of faith in television. That's the amount his Bryna productions company will invest in producing new tv film shows. Already in work is a video version of his theatrical film, *The Vikings*, which will be shot with capital advanced by United Artists Television Inc. Two other series are planned, but no distribution-financing deal had been made as of last week. One is a tv version of a successful movie western of a few years back titled *The Indian Fighter*, the other a "futuristic" series, *Report From Space*.

In association with Desilu Productions and 20th Century-Fox Corp., NTA is involved in an ambitious co-production program of half-hour tv film series. Together with Fox, the company owns the NTA Film Network. It also owns and operates WNTA-AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul.

It is believed that approval may have to be obtained from the Justice Dept. before a transaction between the two companies can be effectuated. National Theatres is the circuit split from 20th Century-Fox under the latter company's consent decree. The close working relationship between NTA and Fox in the NTA Film Network and in the distribution of Fox feature film to tv by NTA may be reasons for scrutiny by the Justice Dept.

Desilu to Broaden Ownership With Stock Sold on Open Market

Desilu Productions has filed a registration statement with the Securities & Exchange Commission proposing to offer 525,000 shares of common stock to the public. The stock, to be offered through Bache & Co. and a nationwide group of underwriters, will have a par value of $1 a share and will go on sale at not less than $10 a share, a studio spokesman said. The first quarterly dividend has been set at 15 cents a share on the basis of disbursable earnings of 60 cents a year.

Desi Arnaz, president of the tv film production organization, and his wife, Lucille Ball, with a small group of Desilu executives, have up to this time been the sole owners of the company's stock. Under the proposal filed with SEC, the public stock offering will include 250,000 shares to be sold by the company and 275,000 shares

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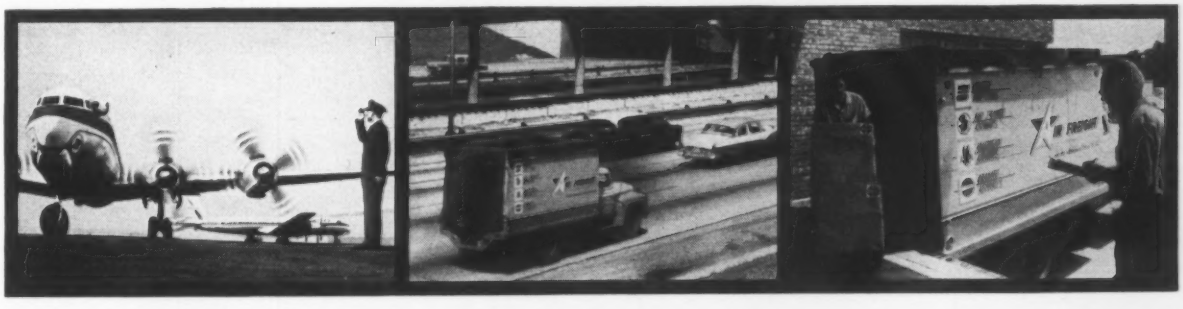

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to be sold by Mr. and Mrs. Arnaz. The present stockholders will continue to hold more than 50% of the stock, insuring that control of the organization and its operations will remain in the hands of the present management.

Programs which Desilu is currently producing and filming (in which the company owns all or a part) include: *Westinghouse Desilu Playhouse, Lucille Ball-Desi Arnaz Show, Ann Sothern Show. Grand Jury, The Texan, This Is Alice, U. S. Marshal, Walter Winchell File* and *Whirlybirds.* Additionally, Desilu also films for other producers *The Californians, Danny Thomas Show, December Bride. The Lineup, Love and Marriage, Man With a Camera, The Millionaire, The Real McCoys, Wyatt Earp* and *Yancy Derringer,* plus the filmed programs of *The Red Skelton Show.*

Telestar Sets Up New Branches, Appoints Rohrs in Midwest Div.

Telestar Films Inc., New York, last week announced the establishment of three sales divisions, each to be headed by a vice president, as part of a move to expand the company's sales force. The initial appointment was that of John P. Rohrs, formerly vice president and midwest sales manager of Gross-Krasne Inc. (now Gross-Krasne - Sillerman), as vice president of Telestar's central division.

MR. ROHRS

Bernard L. Schubert, president, and David Savage, executive vice president, currently are interviewing candidates for the eastern and western vice president positions in New York and Hollywood, respectively. Mr. Savage said Telestar also maintains regional offices in Pittsburgh, St. Louis, Memphis, Minneapolis, Atlanta, Washington, D. C., and is scheduled to open offices in San Francisco, Detroit, Cleveland and Seattle.

Telestar distributes *Topper, White Hunter, Mr. & Mrs. North, Crossroads, Movie Quick Quiz* and its latest series, *Parole.*

Wilding Creates Tv Division

Separation of television from industrial and other type film and live production was effected last week by Wilding Picture Productions in Chicago, with formation of a new Wilding Tv Div.

Joseph Morton, previously administrative assistant to the sales vice president, Jack Rehinstrom, has been named general manager of the new administrative and production unit for tv commercials, it was announced by C. H. Bradfield Jr., Wilding president. Others named are Michael Stehney, previously executive vice president and general manager of Kling Film Productions, Chicago, and Carl Nelson, also formerly with Kling, as editorial supervisor. The new unit will be responsible for television advertising production.

Benny 'Gaslight' Show to Go On 7 Years After Planned Telecast

Jan. 11, 1959, is the target date for broadcasting Jack Benny's tv satire of the MGM motion picture, "Gaslight," probably the only tv show to travel from film studio to network by way of the U. S. Supreme Court.

The half-hour tv film was made for showing in 1952, but the motion picture company felt it was an infringement of its property rights and obtained a court order keeping it off the air. That ruling was appealed and other rulings and appeals followed until the case reached the Supreme Court, which, by a four-to-four tie vote, upheld the position of MGM that the tv satire did indeed constitute infringement [GOVERNMENT, March 24, Feb. 3].

Following that decision, J&M Productions, company that produces all the Jack Benny programs, both live and film, bought a seven-year license from MGM giving it the right to satirize "Gaslight" for that length of time. J&M also got seven-year satirization rights to the play from Patrick Hamilton, its author, who lives in England.

Finally, J&M acquired full rights to the half-hour tv program filmed some years ago by CBS-TV as a Jack Benny episode. Thus armed, J&M now is ready to proceed with the premiere broadcast of the program, whose cast includes Barbara Stanwyck, Bob Crosby, Eddie (Rochester) Anderson and Don Wilson as well as its star, Mr. Benny.

Hollywood Tv Names Distributors

Hollywood Television Service Inc., subsidiary of Republic Pictures which handles tv release of Republic theatrical films, has completed arrangements with Edward Salzberg, president of Screen Classics Inc., Cincinnati, for distribution of the films to tv stations in Ohio, Kentucky and part of West Virginia. A similar arrangement has been made with the Charles Simpson organization for Georgia, Florida, Alabama and Tennessee. George Kirby, formerly of Republic, has been named general tv sales manager for the Salzberg operation and another Republic alumnus, Edward H. Brauer, will handle tv sales for Simpson.

Fox Records Recession Tv Dip

A "slight dip" of $200,000 in gross income of tv rentals and sales—accountable to the economic recession—was confirmed last week by 20th Century-Fox Film Corp. Third quarter earnings of the parent corporation for the period ended Sept. 27 dropped to $1.4 million from $1.6 million for the like 1957 period, but for the 39-week period net earnings were up from $5.6 million to $6.6 million. The decline of gross income from tv rentals on pre-1948 theatrical films and syndication sales of feature films and series produced by 20th's tv subsidiary, TCF Productions Inc., fits in the overall slip in 39-week gross income from $96.5 million in 1957 to $94 million.

G-K-S Signs Six Account Execs

Expansion in the sales staff of Gross-Krasne-Sillerman Inc., New York-Los Angles, was announced last week as G-K-S added six new account executives. They are: Leonard Gruenberg, formerly metropolitan division manager of RKO Radio Pictures; Lynn Phillips, last with NBC-TV; Lynn Wood Hall, last with WCAU-TV Philadelphia; Jeff Davids and Lester Loeb, formerly with Ziv Television Programs, and Gil M. Meyer, recently with CBS-TV Film Sales. Messrs. Gruenberg and Phillips are assigned to national and regional sales; Mr. Hall to national spot sales; Messrs. Davids and Loeb to syndication. Mr. Meyer is sales service manager.

McMahan Returns to Film Making

Harry Wayne McMahan, who quit the film production business (Five Star Productions Inc.) five years ago to join McCann-Erickson and later Leo Burnett Co. as an executive, has returned to film production. Mr. McMahan has resigned as Burnett vice president of tv commercial operations to form Cupid Inc., a production firm in which he is joined by film producer Jerry Fairbanks. The first package to be filmed under the Fairbanks "multicam" three-camera process is a daytime tv series, *Life Is The Problem,* which begins shooting this month. Additionally, Mr. McMahan will act as agency consultant, his first client being Leo Burnett. Los Angeles will be the headquarters of his new activities.

MR. McMAHAN

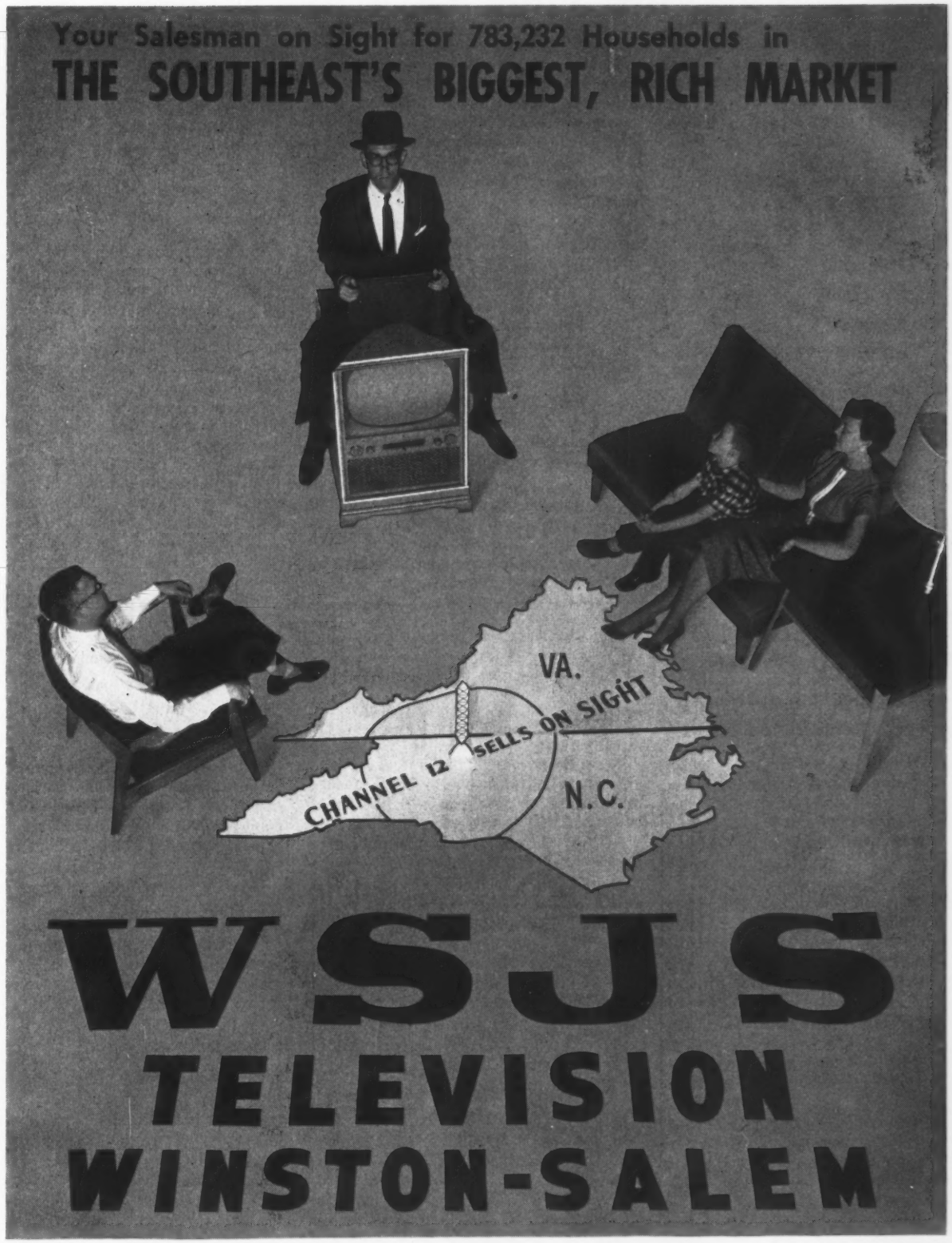
FILM SALES

Screen Gems Inc., N. Y., reports that its new *Rescue 8* half-hour adventure film series has been sold in total of 108 markets, with latest sales to WTVT (TV) Tampa and WDBO-TV Orlando, both Florida, and Farmers' Union for showing in four North Dakota markets—Bismarck, Minot, Dickinson and Valley City.

Ziv Television Programs, New York, announces its *Bold Venture* series has been sold in 58 markets in first ten days of its release. Spearheading business was regional purchase by P. Ballantine & Sons, Newark, N. J., through W. Esty Co., N. Y., in 22 eastern markets. Second major regional advertiser to sign was G. Heileman Brewing Co., which will present series in Chicago and more than 12 Wisconsin markets, depending on clearances. Heileman's agency is Compton Adv., Chicago.

FILM DISTRIBUTION

National Telefilm Assoc., N. Y., reports five special Christmas holiday programs are available to tv stations during 1958 holiday season. They are "The Lamb in the Manger," starring Maureen O'Sullivan; "Man's Heritage," with Raymond Massey as narrator; "A Christmas Carol," starring Vincent Price; "The Story of the Pope," presentation of life of late Pope Pius XII, and "The Great Gift," story of child's search for real meaning of Christmas.



Put your salesman where impulses to buy get started . . . in the 783,232 households of WSJS television's *buying market*, the 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for { *Winston-Salem* / *Greensboro* / *High Point*

Call Headley-Reed

CBS MAKES RECORD $16.5 MILLION

Sales and earnings of CBS Inc. beat all-time levels in this year's first nine months. The after-taxes net was $16,522,462 ($2.10 per share) on $300,738,926 in revenues against $13,898,171 ($1.82 per share) on $275,276,269 for 1957.

The new levels were not high enough to repeat the CBS mid-year feat, when earnings (before taxes) exceeded those of big-rival RCA for the first time in history [NETWORKS, Aug. 18]. RCA's nine-month profit was $39,596,000 before taxes, $19,798,000 after taxes on revenues of $834,753,000. CBS' profit before taxes for the nine months was $36,200,462.

The CBS board of directors, in making the financial report last Wednesday (Nov. 12), also announced a special stockholders meeting Dec. 22 to vote on a proposal to change stock classifications of the company. The management-sponsored plan would replace Class A and Class B stock with an equal number of common stock shares.

The move would make all voting non-cumulative (Class A stock now votes cumulatively for half the directors, Class B non-cumulatively for the other half).

Under cumulative voting a holder of Class A stock can multiply his shares by the number of seats being voted and cast all or any of them for one or any combination of directors, whereas a holder of non-cumulative Class B can vote his shares only once for each director. Under the new proposal all directors would be elected by all the shareholders.

A proxy statement issued with the meeting notice said that as of Oct. 29 there were 4,342,598 shares of Class A outstanding, 3,538,802 shares of Class B. Last Thursday, both Class A and B closed on the New York Stock Exchange at 39½. Williams S. Paley, CBS chairman, owns 126,285 shares of Class A, 707,108 of Class B (2.91% and 19.98%, respectively, of the total shares outstanding). Frank Stanton, CBS president, owns 111,517 shares of Class A and 32,877 shares of Class B (2.57% and 0.93%, respectively, of total shares).

The board also declared a cash dividend of 25 cents per share on Class A and B stock, payable Dec. 12 to stockholders of record Nov. 21, and a stock dividend of 3% on both A and B shares, payable Jan. 16. To stockholders of record Dec. 19.

AFFILIATE BOX OFFICE

More than 100 affiliate executives are expected to attend the annual meeting of ABC-TV primary affiliate stations in New York Wednesday (Nov. 19.) Current network progress and plans for the 1959-60 season are on the agenda. The meeting will be held at the Sheraton East Hotel.

WALLACH RESEARCH DISCOUNTED BY NBC

- **Findings, method questioned**
- **Network points to omissions**

Miles Wallach's in-home study, which professed to show that tv audiences are not as big as they're rated (see page 48) was challenged last week by NBC researchers on the ground that the technique is dubious and the findings contradictory to known research.

NBC said that Mr. Wallach's TPI study's "limited coverage of only seven program time periods is not broad enough to justify any of his general conclusions on viewer inattention, sponsorship confusion or sets-in-use levels."

The NBC report said that while TPI started out as a rating service it seemed to wind up as an "attempt to recoup the investment in TPI methods and organization."

NBC described as "highly questionable" Mr. Wallach's conclusion that there is doubtful value in a home where one viewer is engaged in other activities while watching tv.

"In Wallach's eyes," NBC said, "if one of these viewers is knitting in the television room, this home would be among the reported 25% in which other activities are going on. If the same person were knitting in some other room, the home would be considered to be a full-fledged viewing home. These are peculiar standards to apply to measuring the television audience."

A "far more important figure" was not tabulated by Mr. Wallach, the NBC report said. This would be the number of homes in which at least one person was devoting full attention to the tv set. Also, NBC maintained, the fact that some viewers were found to be reading newspapers should be construed to mean not only that they were not giving undivided attention to tv but also that they were not giving undivided attention to whatever they were reading—with television's "sight, sound and motion impact" giving tv "a decided advantage."

NBC also said:

"We understand that a major tv advertiser did an extensive study along these same lines during the past season. The study involved more than 200,000 coincidental phone calls. Results indicated that the degree of inattention to sets was so minor that no discontinuing of ratings was warranted."

NBC also found the Wallach research technique to leave "much to be desired," including what NBC called "interviewer intrusion" or changes which would leave the home audience different in physical or psychological make-up from what it was before the Wallach bell-ringer rang the residence bell.

TV NETWORKS UP 10.6% OVER 1957

Network tv gross billings for the nine months ended in September reached $408 million for a 10.6% gain over the period last year, while for September alone, the gross time charges totaled $42.4 million, or 3.7% ahead of September 1957.

Two of the networks showed September gains, the exception being CBS-TV which slumped 2.6%, ABC-TV moving up 16.2% and NBC-TV chalking up a gain of 7.3%. Though CBS-TV in September was off about $500,000 from its gross time charge total of that month a year ago, the network still was on the near $20 million monthly billing ledge, where no other network has climbed as yet this year. CBS-TV's highest billing point reached this year: January, when the network compiled $22,094,105 in gross time charges.

CBS-TV had no immediate comment on the percentage drop.

The billing figures were released last week by Television Bureau of Advertising on the basis of data compiled by Leading National Advertisers and Broadcast Advertisers Reports. The compilation:

TV NETWORK GROSS TIME BILLINGS

Source: LNA-BAR

	September			January - September		
	1957	1958	% Change	1957	1958	% Change
ABC-TV	$ 5,704,888	$ 6,627,093	+16.2	$ 58,282,982	$ 72,252,184	+24.0
CBS-TV	19,935,115	19,415,705	− 2.6	173,475,494	181,179,782	+ 4.4
NBC-TV	15,286,270	16,408,345	+ 7.3	137,434,323	154,718,627	+12.6
TOTAL	$40,926,273	$42,451,143	+ 3.7	$369,192,799	$408,150,593	+10.6

Month by Month - 1958

	ABC-TV	CBS-TV	NBC-TV	TOTAL
JANUARY	$9,168,609	$22,094,015	$18,344,111	$49,606,735
FEBRUARY	8,441,988	19,410,741	16,785,315	44,638,044
MARCH	9,402,407	21,211,070	18,874,597	49,488,074
APRIL	8,739,456	20,628,511	18,283,379	47,651,346
MAY	8,477,755	20,970,022	18,470,368	47,918,145
JUNE	7,387,586	19,733,057	16,648,462	43,769,105
JULY	7,083,555	18,332,925	15,702,029	41,118,509
AUGUST	6,923,735	19,383,736	15,202,021	41,509,492
SEPTEMBER	6,627,093	19,415,705	16,408,345	42,451,143

SLEEPER

Of course you know about "Divorce Hearing", the unrehearsed new show that's causing all the talk. It's authentic, startling, presenting every-day people at the crisis of their lives, exposing the raw facts of their love and hate.

Dr. Paul Popenoe is in charge and appears on each show. In 1930, he founded and now directs the American Institute of Family Relations. Dr. Popenoe is the author of eleven books on marriage and social biology. His regular feature in *The Ladies' Home Journal,* "Can This Marriage Be Saved?", is nationally known.

Not a re-enactment, "Divorce Hearing" is the *real thing*—tragic, comic, emotion-packed, and fascinating! Fascinating? Listen to the reviewers:

From *The New York Times:* " 'Divorce Hearing' . . . has a fascination about it. . . . The participants were forceful personalities whose accounts have a tragicomic flavor. . . ."

From *BIB Newsletter,* "Facts, Figures and Film": "Interstate has a sleeper in its 'Divorce Hearing' . . . the psychologist-star Dr. Paul Popenoe will be a national figure with plenty of demands for his time before the first series runs its 52 weeks. . . . When series opened in New York (WNEW-TV, old WABD) the station was swamped with telephone calls asking 'Is he (Dr. Popenoe) in New York?' . . . a hot subject. . . ."

From *The New York Herald Tribune:* ". . . a fascinating program . . . frank, unrehearsed . . . candid. . . . The second couple made Ralph and Alice Kramden seem like Romeo and Juliet, and in spite of the seriousness of their situation turned out to be pathetically funny. 'He thinks he's Red Skelton,' the woman complained bitterly. He darned near was."

Electrify your p r o g r a m m i n g ! Get "Divorce Hearing" from INTERSTATE TELEVISION—445 Park Avenue, N.Y.C., MUrray Hill 8-2545—and get it *now!*

SEC. 315 HAMPERS BROADCASTER: BRENT

- **Asks end of political ads**
- **New Jerseyites name Walker**

Broadcasters should refuse to accept paid political broadcasts, hampered by the restrictions of Sec. 315 of the Communications Act, and do their own political programming, the New Jersey Broadcasters Assn. was told Nov. 14 at Camden.

The eventual result of the section and FCC regulations, according to Ralf Brent, vice president of WIP Philadelphia, will be the death of all political broadcasting.

Appalled by what he called the "frightening" experiences of stations during the last campaign, Mr. Brent said voters didn't spend much time listening to politicians during the last election "because they didn't want to be bored to death, yelled at, bamboozled with high-sounding and low-meaning words." He proposed that party officials and broadcasters discuss the problem jointly. Otherwise, he suggested, the people will lose interest in politics and perhaps democracy unless the media are used professionally and unless broadcasts are handled by specialists.

He contended political programs should include showmanship and news, offer truly opposing views and be based on fair treatment of all issues and candidates.

The New Jersey association elected officers at the opening session Thursday (Nov. 13). They were: Fred E. Walker, WTTM Trenton, president; Kenneth A. Croy, WMTR Morriston, vice president, and Francis J. Matrangola, WCMC Wildwood, secretary-treasurer. John G. Struckell, WKDN Camden, was retiring president.

Sen. Clifford P. Case (R-N. J.) credited radio and tv with an important role in the successful gubernatorial campaign of Nelson Rockefeller as well as other candidates. "The chance for any candidate to expound his record and his platform on the airways is valuable indeed," he said.

Free opportunities to campaign on radio and tv are especially important for the candidate with small financial resources, he said, in view of the mounting cost of time and newspaper space. He voiced hope the radio-tv industry will become more interested in educational programming and political science.

Sen. Case said the development of the brief televised interview and the telephone recorded comment have done much to bring the public in touch with public figures, explaining he frequently hears such statements. "This kind of reaction indicates the industry has developed newer and more effective techniques to carry out its obligations, he said.

George Brown, news director, WOR-AM-TV New York, reported WOR radio's policy of 15-minute instead of 5-minute newscasts continues to be big business and this year will gross $1.7 million, up $250,000 over last year. Costs also are up, he said, to about $500,000. Last year costs were $400,000. WOR is very much sold on the quarter-hour format, he said, airing 180 such shows weekly.

Mr. Brown said the quarter-hour newscast "has proved out rating-wise" in the six-month period since WOR went to an expanded schedule of the longer news format. The four afternoon quarter-hours which replaced previous 5-minute segments enjoy an average rating increase of 17%. He said WOR feels 15 minutes is needed to adequately tell the news in today's world and national climate. The 5-minute format, he said, evolved when radio was met with television and the short form was expedient and easy to sell. Additionally, the 15-minute format allows integration of many public service features, such as weather, traffic conditions and mobile on-scene reports.

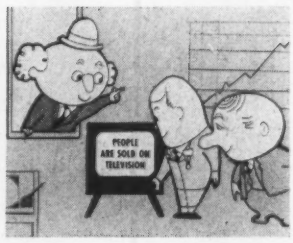
Sam Sharkey, editor, NBC News, said it no longer is enough to just report facts, for facts without analysis or interpretation can be misleading. He said the wire services, major newspapers and broadcasters for a considerable time have been weaving interpretation, perspective and analysis into stories.

"In so doing," he added, "we are seeking to satisfy the greatly stimulated curiosity among the public demand for answers to the big 'why,' in other words, the public no longer is satisfied with knowing merely what happened. It specifically wants to know why it happened and when and where this can lead on a personal and national basis."

Although NBC does not editorialize, it does permit interpretation and analysis by its seasoned newsmen, the network news editor said.

TV WEEK SPOTS

Quick but punchy 10 and 20-second film spots are being shown nationally by tv stations during National Television Week (Nov. 16-22). NAB sent out two 10-second IDs based on audience impact of the medium (see human cannon ball story board above). Television Bureau of Advertising spots are designed to tell tv's selling power (sample at right). Both NAB and TvB will continue their campaigns with new spot series.



Aired Spots, Speeches Mark Tv Week Salute

The nation's video stations and networks opened observance of National Television Week yesterday (Nov. 16) with a barrage of film spots, promotions, speech campaigns and special programs.

NAB and Television Bureau of Advertising provided 10- and 20-second spots emphasizing tv's place in the national scheme. Both groups spurred the industry to active campaigns based on the use of television to promote itself [TRADE ASSNS., Nov. 10].

Sen. Spessard L. Holland (D-Fla.) sent a salute to television's achievements in a letter to James L. Howe, WIRA Fort Pierce, Fla., president of Florida Assn. of Broadcasters. He said the medium's benefits "are reflected in the economic growth of the nation, in the educational and cultural attainments of the past decade and in the increased security deriving from a citizenry that is informed and of high morale."

Dr. Winston E. Burdine, national commander of American Veterans of World War II and Korea, said, "No other medium of communication in so short a time has been able to reach more people with the impact of television. It has brought to the public the best in free entertainment, education, news and public service."

C. Howard Lane, KOIN-TV Portland, Ore., chairman of the NAB Television Board, called on stations to use the tv spots. He said, "We are asking, in effect, if you will 'buy' some time on your own station in behalf of the industry . . . and schedule the tv film spots just as if they were paid commercials."

And we intend to stay on top by continuing the same kind of all-the-family programming which got us here in the first place. KFJZ Radio's appeal, you see, is to every member of the family.

We suggest that when you're interested in selling most completely to All the family in the Fort Worth Area, you join us up here at the top — on KFJZ Radio.

Sold in combination with KLIF Radio, Dallas, Texas.
Represented by John Blair & Company.

KFJZ RADIO
Fort Worth, Texas

Success Stories, Gov. Williams Added to Radio Ad Clinic

Two more "success stories" will be told in New York at the fourth annual National Radio Advertising Clinic tomorrow and Wednesday (Nov. 18, 19), the sponsoring Radio Advertising Bureau announces. Added to the speaker roster: John F. Ambrose, executive vice president, Sterling Silversmiths Guild of America, and Vincent La Rose, advertising-marketing vice president of V. La Rose & Sons, food packer.

Also slated to be heard is Michigan's reelected Gov. G. Mennen Williams who will discuss broadcasting's responsibilities to education and the economy during the Wednesday luncheon. The clinic will be held at the Waldorf-Astoria.

Demand True FCC Service Gauge, Katz Man Tells Tennessee Assn.

Public service programming is held back by the archaic concepts of the FCC.

This explanation of a problem facing broadcast stations in their efforts to promote local and national welfare was given Friday at a meeting of Tennessee Assn. of Broadcasters in Knoxville. The speaker was George Skinner, radio program services director of The Katz Agency.

Mr. Skinner said public service programming has improved tremendously in the transition from stuffy and meaningless chatter by boring civic leaders to the modern spot announcement type of message. This streamlined message sells public service as well as it sells merchandise, he said.

What the FCC should do, he said, is abandon its antique method of measuring a station's public service contributions with a clock formula. This makes it difficult for stations whose public service contributions are measured by the time formula.

"FCC will give a half-hour credit to a station that bores its listeners silly with a dull interview," he said, "but only one credit for a station that does a real selling job in 60 seconds. This, of course, is a hangover from the old days in radio when effectiveness was never measured and time was the only point of reference.

"If broadcasters brought this point of view to the FCC, isn't there the possibility that these gentlemen might give a half-hour's public service credit for each minute used and even think of deducting a half-hour for every interview that runs over 60 seconds. If you gentlemen can sell merchandise on your stations—and I know you can—here's a real challenge. Get a campaign rolling to bring the FCC up to date on public service. Campaign to have your public service measured—not in minutes of boredom but in seconds of effectiveness. You'll be doing yourself and the audience a favor."

Ben Strouse, president of WWDC Washington, described his station's aggressive editorializing policy. He said a broadcast editorial must prove that a situation exists requiring correction; that it exists because of mistakes made in the past, and that a solution is available (offered by the station).

To effect a needed change, he said, the editorializing broadcaster often will be forced to go far beyond the mere airing of an editorial. At this point he described steps taken to help solve problems described in editorials. As to cost of editorializing, he said, "If the broadcaster has a qualified newsman who knows how to do legwork, that's his personnel."

NAB, RAB Sight Moving Target: Radio Listeners in Inns, Autos

One of radio's most important audiences, the traveling public, can be expanded by use of promotional measures and serve as an effective market, NAB and Radio Advertising Bureau believe.

A national drive to enlist travelers in the promotion was set in motion last week by the NAB's Am Radio Committee. F. C. Sowell, WLAC Nashville, Tenn., committee chairman, said all radio stations will be given promotional material showing the advantages of radio-equipped hotels and motels. Stations will be urged to use their own broadcast facilities to promote hotel-motel radio equipment.

"Detailed, up-to-the-minute reports on road conditions, weather and other news important to the traveling public's safety are provided only by radio," Mr. Sowell said. "The American family has, on the average, three radios including the car radio. People turn daily to radio for entertainment and information. It's just good business for hotels and motels to offer radio service."

NAB will meet with top executives in the hotel-motel industry to discuss radio equipment for their facilities. Set manufacturers and distributors will be enlisted in the drive. Stations will be given publicity materials based on the theme, "Look for a room with a radio."

A special subcommittee is working with Mr. Sowell in the campaign. Members are Jack Younts, WEEB Southern Pines, N. C., and Jerome Sill, WFPG Atlantic City, N. J.

Automobile radio is the "most effective means of reaching vacationers and commercial travelers," RAB President Kevin B. Sweeney told the Congress of Motor Hotels convention in New Orleans last week. The prospects that better motor hotels seek are driving cars that are between 87-88% radio equipped, Mr. Sweeney said. He outlined a seven-point plan for motor hotel consumer advertising in which he suggested the advertiser use radio between 2 and 5 p.m., "the hours when over 80% of 'brand decisions' for motels are made."

Retail Convention Speakers Set

The National Retail Merchants Assn. last week released the names of featured speakers for NRMA's 48th annual convention at the Hotel Statler in New York Jan. 12-15. Charles H. Kellstadt, president of Sears, Roebuck & Co., Chicago, will speak at the annual banquet on Jan. 15. Speakers at the convention's Top Management session on Jan. 12 will be Malcolm P. McNair, Lincoln Filene, professor of retailing, Harvard Graduate School of Business Administration, and Paul Mazur, partner, Lehman Bros., New York, investment company.

WORLD TITLE

Radio Advertising Bureau has reported that preliminary findings in a survey show that more people followed the inning-by-inning developments of the 1958 World Series on radio than in any other news medium.

The study, made for RAB by the Pulse Inc. in Philadelphia and Detroit, reveals that 52.9% of persons questioned learned the inning-by-inning scores on radio, as compared with 43% on tv, 0.5% in newspapers and 3.3%, "word of mouth." The study also shows that 60% of the respondents had listened to some part of a World Series game on radio. A full report on the survey is being prepared by RAB and will be released to members later this year.

N. Y. ATAS Outlines '58-'59 Activities Lineup

The 1958-59 activities program of the New York chapter, Academy of TV Arts & Sciences, will include "nuts-and-bolts" sessions, luncheons featuring the three tv network heads and a new series of lampoon-testimonial dinners.

The first session—held last Thursday (Nov. 13)—featured the Screen Gems Inc. production team of ABC-TV's *Naked City* and the topic: "Tv Film Production in New York—Heaven or Hell?" Also participating were members of the Film Producers Assn. of New York, MPO Productions and Gold Medal Studios.

Other upcoming forums will cover videotape (January), tv music (February), acting-producing-directing (March), foreign tv (April), news and public affairs (May). Additionally, there will be three special luncheons featuring CBS-TV President Louis G. Cowan, ABC-TV President Oliver Treyz and NBC-TV President Robert E. Kintner. In March, Milton Berle becomes ATAS' first "fall guy" to be saluted at a Friars-type of dinner which will be produced by impresario Max Liebman.

Broadcasters Fight Barriers To Court Pictorial Coverage

A legal test of a judge's ban on courtroom broadcasts and photography from sidewalks and streets around an Atlanta courthouse is planned by Atlanta Newspapers Inc. (WSB-AM-TV) and Georgia Press Assn. Judge Durwood Pye of Superior Court in Atlanta refused to yield to protests against his ban during trial of a high state official on embezzlement charges [AT DEADLINE, Nov. 10].

WJXT (TV) Jacksonville has protested a decision by Florida Attorney General Richard Ervin barring cameramen from hearings dealing with the suspension of licenses of bail bondsmen and surety agents in Jacksonville. The Ervin ruling gives the head of the state agency the right to decide whether such proceedings shall be photographed.

NOW WTIC-TV CHANNEL 3 MEANS CBS TELEVISION IN RICH, RICH SOUTHERN NEW ENGLAND

WTIC-TV HARTFORD 15, CONNECTICUT TEL. JACKSON 5-0801

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.

NAB Annual Equipment Exhibits Expected to Exceed All Records

The number of equipment exhibitors at NAB's annual convention (Conrad Hilton Hotel, Chicago, March 15-18) will exceed all records but the film-transcription-service part of the convention will be scattered all over the meeting site.

Following a meeting with exhibitors, held Wednesday (Nov. 12) in New York, Everett E. Revercomb, NAB secretary-treasurer, said lease agreements will be mailed to exhibitors about Dec. 1.

Most of the large tv film distributors refuse to comment openly on NAB's decision restricting official convention exhibitors to manufacturers of technical equipment used in broadcasting. This group will be assigned hospitality space scattered around the hotel in lieu of the traditional bunching of service firms on a single floor.

Many felt the NAB's restrictive ruling is discriminatory but there was no sign of revolt. They maintained a wait-and-see attitude.

A spokesman for ABC Films Inc. said his organization felt "discriminated against" because of the new ruling. He acknowledged that the company was of the opinion that exhibiting at the convention was "expensive and time-consuming but nevertheless film companies should have the same right as heavy equipment organizations and be placed under the same rules."

John D. Langlois, president of Lang-Worth Feature Programs Inc., New York, a major radio transcription firm, said that although he preferred to exhibit as in the past, he believed the NAB had the right to set the rules. He expressed the hope, however, that after due consideration, the NAB would relax its policy and permit radio and tv film distributors to exhibit at the convention some time in the future.

Missouri Broadcasters Hear Lee Explain Conelrad Expansion Plan

Proposed expansion of the Conelrad emergency broadcast communications system was described by FCC Comr. Robert E. Lee at the Nov. 13-15 meeting of Missouri Assn. of Broadcasters, held at the Chase Hotel, St. Louis. Bruce Barrington, WEW St. Louis, outgoing president, presided. New officers were to be elected Saturday.

Others on the agenda were Ray V. Hamilton, of Hamilton, Stubblefield, Twining & Assoc.; William O. Douglas, Southwestern Bell Telephone Co., Dr. Nathan Kohn, personnel consultant; Robert Hanson, Region 4, Office of Civil Defense Mobilization; George Armstrong, vice president and general manager, WHB Kansas City, speaking on all-industry radio copyright negotiations, and Sam Montague, Missouri School of Journalism.

Agency PR on Western Agenda

Public relations of advertising agencies will be discussed by an attorney, Alfred A. Calabro; a corporation executive, Walter C. Prill, educational services manager of Southern Counties Gas Co. of California; a public relations counselor, Burns W. Lee, executive vice president of General Public Relations, and an advertising trade paper editor, Richard Free, managing editor of *Media, Agencies, Clients*, today (Nov. 17), at the November dinner meeting of Western States Advertising Agencies Assn. WSAAA members will get a chance to strike back at these non-agency critics during a no-questions-barred session following the speeches. The meeting will be held at the Nikabob Restaurant in Los Angeles.

Take Court Ban Case to Public, Anello Tells Maine Association

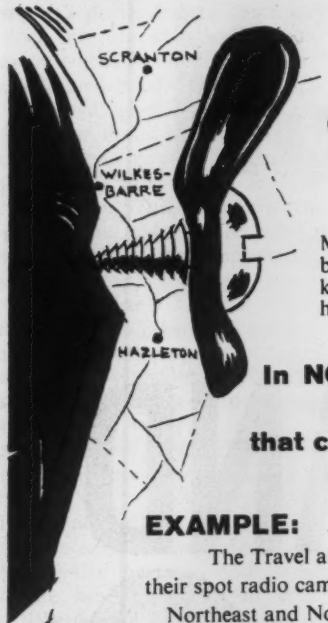
Broadcasters must tell the public why courts' and the American Bar Assn.'s bans against radio-tv coverage should be removed, Douglas A. Anello, NAB chief attorney, told the Maine Radio & Tv Broadcasters Assn. at its Wednesday meeting in Waterville.

If the public demands removal of the court barriers "a change will most certainly be made," Mr. Anello said.

"We see no sound reason why photographers and radio and tv representatives should not be entitled to the same privileges of the courtroom as other members of the press," he said. "A trial is a public event. What transpires in the courtroom is public property. If our standard of justice and government is to continue to be effective, it must grow and adapt itself to the changes required by the communities which it is charged to serve. We believe that present-day justice requires taking full advantage of our improved methods of communications."

CARTA Sets Communion Nov. 23

The eleventh annual communion breakfast of the Catholic Apostolate of Radio-Television-Advertising (CARTA) will be held Sunday (Nov. 23) at 10 a.m. in the grand ballroom of the Waldorf-Astoria Hotel in New York following 9 a.m. mass at St. Patrick's Cathedral. John Patrick Costello, NBC announcer, will be toastmaster and Jack Sterling, WCBS New York, m.c.



the Earbone's connected to the Headbone...

Multiply the ears on a couple million heads and brother you've got an AUDIENCE . . . the kind of audience that every Timebuyer wants his sales message to reach.

In NORTHEAST PENNSYLVANIA there's just one voice that commands such listenership— WILK

EXAMPLE:

The Travel and Publicity Dept. of Ontario, selected for their spot radio campaign the top 36 radio stations in the Northeast and North Central United States to do the job.

The average cost per inquiry for the 36 stations was $1.32— *WILK's cost per inquiry 67c*—ONE-HALF. A typical example of the kind of job WILK does for its advertisers.

WILK

WILKES-BARRE, PA. Call Avery-Knodel for details.
The only A.B.N. Affiliate in Northeastern Pennsylvania

UPCOMING

November

Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 16-22: National Television Week.
Nov. 18-19: RAB, national radio advertising clinic, Waldorf-Astoria Hotel, New York.
Nov. 18: NAB, Fm radio committee, NAB headquarters, Washington.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 19-22: Sigma Delta Chi, annual convention, U. S. Grant Hotel, San Diego, Calif.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.
Nov. 20: NAB, Radio transmission tariffs committee, Waldorf-Astoria Hotel, New York.
Nov. 21: TvB, annual meeting of members, Waldorf-Astoria Hotel, New York City.
Nov. 21: Arizona Broadcasters Assn., annual meeting, Pioneer Hotel, Tucson.
Nov. 21-22: Seventh Annual WSM National Disc Jockey Festival, Andrew Jackson and Hermitage Hotels, Nashville, Tenn.

December

Dec. 2: NAB, Broadcasting Hall of Fame advisory committee, NAB headquarters, Washington.
Dec. 4: NAB, Tv film committee, NAB headquarters, Washington.
Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.
Dec. 16: NAB, Convention committee, NAB headquarters, Washington.
Dec. 17: NAB, Ad hoc committee on editorializing, NAB headquarters, Washington.

OKLAHOMA

MAKES NEWS IN INDIANAPOLIS BY SPONSORING NEWS

OKLAHOMA

SIGNS LARGEST SINGLE STATION BUY IN RECENT HOOSIER RADIO HISTORY!

Through the Needham, Louis and Brorby, Inc. Advertising Agency, Chicago, the Oklahoma Oil Company has signed to sponsor all direct WXLW newsmobile reports broadcast live throughout the day, representing what is believed to be the largest single station buy in the radio history of Indiana. Mr. Walter Kadi, Advertising Manager for the Oklahoma Oil Company states "We chose WXLW for several reasons. Sponsoring the newsmobile reports gives Oklahoma Oil an opportunity to perform an important community service. Secondly, WXLW's listener leadership in adult programming allows us to reach *more* people who buy—potential Oklahoma customers."

WXLW's exclusive music-and-news format caters to the listening preferences of the adult age group. As a result, WXLW *is the* number one rated station in Indianapolis, in study after study—and the number one choice of time buyers from coast to coast.

Present in Chicago for signing of contract to sponsor WXLW Newsmobile coverage are (l. to r. seated) Robert D. Enoch, Ex. V. P. and Gen. Mgr. WXLW; Walter Kadi, Adv. Mgr., Oklahoma Oil Company. (l. to r. standing) Eugene W. Strack, Ass't. Mgr. WXLW; Paul Belknap, Needham, Louis and Brorby, Inc., Adv. Agency for Oklahoma Oil Company.

5000 WATTS

WXLW

INDIANAPOLIS, INC.

Represented by JOHN E. PEARSON

Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately — hours later — or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

Taddei to Buy WHCT (TV), CBS-Owned Hartford Uhf

Uhf is not dead after all in Hartford, Conn. The CBS-owned station property—ch. 18—abandoned earlier this fall [STATIONS, October 13], will be sold to Edward D. Taddei, who has been general manager of the Triangle-owned WNHC-AM-TV New Haven.

Agreement to sell WHCT (TV) Hartford for $250,000—subject to FCC approval—was announced Thursday (Nov. 13) by the network. CBS Television Stations Div. President Merle S. Jones was "pleased" that ch. 18 will continue to serve Hartford and that it would be operated by "an experienced broadcaster."

Triangle announced Thursday that the vacancy at WNHC-TV created by Mr. Taddei's resignation is being filled by Howard W. Maschmeier, former assistant general manager of the station. Mr. Maschmeier has been with the Triangle stations since 1953.

Mr. Taddei noted "every effort would be made" to retain WHCT's present employes and hoped that uhf operations would be resumed before the end of the year.

CBS-TV announced Oct. 9 that it would abandon ch. 18 on or about Nov. 17, meanwhile affiliating itself with independent ch. 3 WTIC-TV effective this past weekend (Nov. 15). This switch placed NBC-TV in the position of having to compete with two network-affiliated v's—WTIC-TV (CBS-TV) and WNHC-TV New Haven (ABC-TV). NBC-TV owns and operates ch. 30 WNBC (TV) New Britain.

It was understood at the time that CBS-TV's action in quitting WHCT (TV) was predicated on an estimated $1 million loss (including facilities investment) incurred over two years of operation plus the specter of having to compete with two v's.

Meanwhile, in Buffalo, N. Y., NBC-TV has found a way of disposing of its late uhf operation. It is giving "a substantial amount of basic transmitting and film-slide facilities" formerly used by defunct WBUF (TV) to the Western New York Educational Assn., which seeks a cp to operate as an educational tv outlet. According to NBC board chairman Robert W. Sarnoff, NBC will transfer the equipment (but not the entire studio and plant operation) to WNYEA as soon as the educational group begins construction.

Mr. Sarnoff said, "there is every reason to believe that a uhf educational station in Buffalo could make a substantial contribution to the life of the community . . ."

The gift was accepted by Harry C. Lautensack, chairman of the etv group. WBUF ceased operations Sept. 30.

Avery-Knodel Adds Client, Men

Avery-Knodel last week was appointed national sales representative for WKBW-TV Buffalo (effective Nov. 30), and at the same time, the station representation firm announced an expansion in its sales operation. Involved were appointments of Thomas J. White, tv sales, to acting director of tv sales; Philip C. Waterman, formerly with J. Walter Thompson in Atlanta, to tv sales staff; William L. McKee, member of Avery-Knodel's staff, to sales development with emphasis on network programming for represented tv station; Robert Horwitz, formerly tv traffic manager, to sales staff, and Tom Morris, formerly trade paper reporter, to sales promotion.

WBC Subsidiary Unit To Rep Radio Outlets

All six Westinghouse Broadcasting Co. radio stations as of next July 1 will be represented by Am Radio Sales Corp., of which Westinghouse is majority owner.

WBC, which operates six radio and five tv stations in top U. S. markets, announced months ago that it would expand its sales organization to include national sales and drop its current national representatives [STATIONS, June 23]. It is expected that a counterpart Westinghouse national tv sales organization will be announced next month.

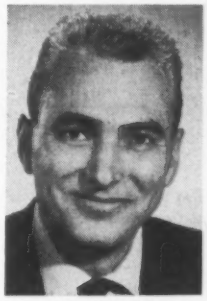
WBC President Donald H. McGannon in making the announcement today (Nov. 17), emphasizes that the number of stations represented by Am Radio Sales will remain limited and thus "sales personnel will be able to sell each station effectively in the light of its market position and with great advantage of intimate, individual knowledge by each salesman of all factors that are of interest to timebuyers."

Ralph L. Atlass, president of Am Radio Sales, along with WBC and Golden West Broadcasters Inc. (KMPC Los Angeles and KSFO San Francisco) owns Am Radio Sales. Wilmot H. Losee, who heads Am Radio's New York office, has been appointed general manager of the firm and, Mr. Atlass said, will be recommended for a vice presidency and a directorship on the board.

WBC's WIND Chicago has been represented by Am Radio Sales since the latter's formation in 1951. The five other WBC radio outlets are represented nationally by Peters, Griffin, Woodward. The five: WBZ Boston, KDKA Pittsburgh, KYW Cleveland, WOWO Fort Wayne and KEX Portland.

Pearson Absorbs Palmer Co.

Absorption of the John Palmer Co., west coast station representative, by John E. Pearson Co., was announced last week. Mr. Palmer's entire San Francisco - Los Angeles operation is—station list as well as personnel — affected by the move, with Mr. Palmer becoming Pearson's west coast manager. He headquarters at the newly-expanded Pearson office at 58 Sutter St., San Francisco. Mike Wurster, San Francisco head, returns to Pearson's New York office. Mr. Palmer's Los Angeles representative, Norman Dunshee, joins the Pearson office there as assistant to office manager Clark Barnes. Sue Masterson, San Francisco office, named sales executive.



MR. PALMER

Videotaped*
Vehicles
Doug Elleson, Program Manager
KRON-TV, San Francisco
"We taped a whole series of Rambler spots at one time for local Nash dealers. Accurately timed, error-free, easily scheduled commercials, with a 'live' look at less than live cost, impressed both client and agency."
AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division
*TM Ampex Corporation

Rogers' WSAZ-TV Editorials Counter Criticisms of Tv

In the first in a series of Sunday editorials devoted to the "continuation of the free private enterprise system . . . and the constructive use of television," Lawrence H. Rogers II, president and general manager of WSAZ-TV Huntington, W. Va., dealt Nov. 9 with television's political responsibilities.

Mr. Rogers said that television stations will ". . . strive to give you more, rather than less, political advertising; that we will strive to follow more closely than ever the activities of your elected representatives in our regular programming; that we should strive for the means to popularize winning elections rather than jackpots—to raise the status of the political horse race to that of the horse opera—and to make a view of our serious world as attractive as a view of the World Series."

In commenting on his station's new editorial series, Mr. Rogers said that tv "is too great a boon to the nation's economy, culture, and government processes for it to take lying down the continued scurrilous attacks of all printed media. In a much larger sense, broadcasters and the nation have too much at stake to risk the loss of these facilities to possible government control and censorship." Mr. Rogers called for tv to answer the "irresponsible" attacks of other media and enlist public support for more cultural programming. The WSAZ-TV president is chairman of the board of Television Bureau of Advertising and a member of NAB's Freedom of Information Committee.

SHELF-TALKER GIVES KMAN ANSWER

In answer to the perennial problem of station merchandising, Lowell E. Jack, general manager of KMAN Manhattan, Kan., has hit upon the "Shelf-Talker" (see cut), a machine that ties on-air spots with in-store promoting and pays its own way.

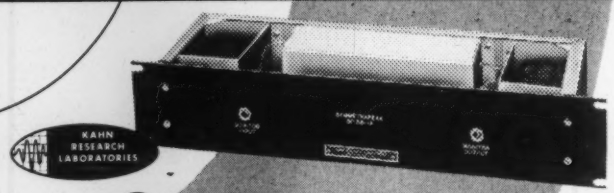
The machine, officially known as the "Radio-Tv Merchandiser," is manufactured by Armstrong-Templemann Co. of Abilene, Kan.

Previously used by art galleries for lectures, the Shelf-Talker consists of a recorder with an endless tape, speaker, spotlight and a photo-electric-cell. Placed in the aisle of a store, theatre lobby, etc., the Shelf-Talker starts when the electronic beam is broken; the recorder begins its sales message; the spotlight illuminates the product named on the tape.

Messages from a few seconds' duration to one hour may be recorded and the machine shuts off after each message until triggered by the next customer. The station charges a rental fee and

plugs itself ("as advertised on KMAN") in each message. KMAN advertisers have used the device to preview movies in a theatre lobby, sell potatoes, outboard motors, soft drinks, pots and pans and announce a store's second location.

Add Effective POWER...
extend Coverage



Symmetra-peak

AM and FM broadcasters, TV stations and HF communications engineers are now using this simple and inexpensive shortcut to higher power transmission.

Symmetra-peak, a special passive network, symmetrically distributes unequal positive and negative peak energy normally contained in voice transmissions. Thus average modulation from this source may be increased without danger of overmodulation and attendant distortion. Symmetra-peak also eliminates non-symmetry problems resulting from improperly phased microphones and switching between longline telephone circuits and local voice program sources.

Users reporting significant power improvements include WCBS, WOR, WINS, WMGM, WBAB, Press Wireless, RCA Communications, and many others.

- No Power Consumption or Maintenance required
- DELIVERY—4 weeks from receipt of order
- PRICE—$265.00 F.O.B., Freeport, N. Y.

For full information write or call

KAHN RESEARCH LABORATORIES, Inc.
22 Pine Street, Freeport, New York, FReeport 9-8800
Another first by the developers of Compatible Single Side Band

Better Music Radio Sales Group Formed by Broadcast Time Sales

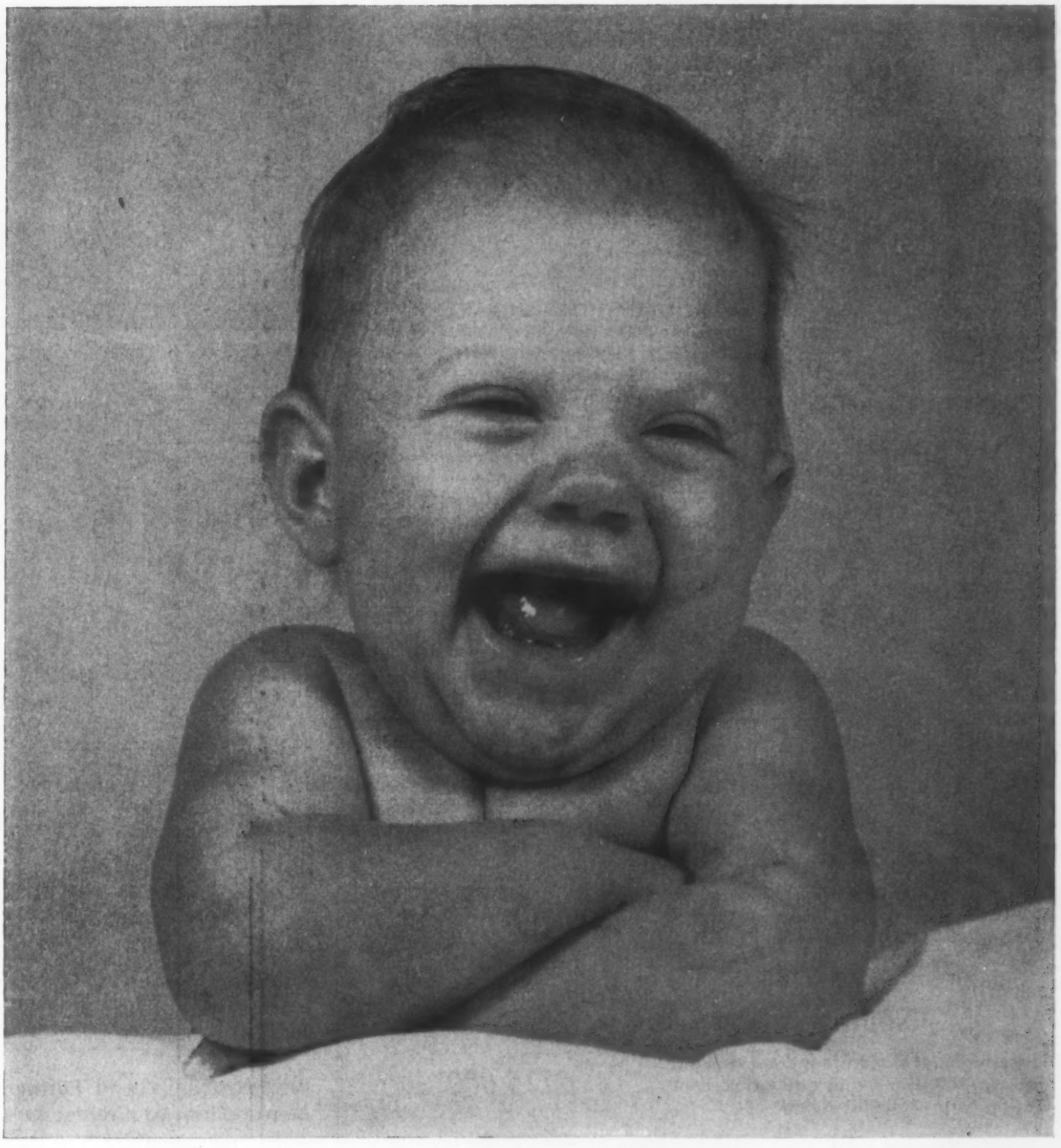
Broadcast Time Sales, New York, radio station representative, reported last week it has formed the Better Music Broadcasters, a group of six major-market stations it represents. They program "adult music" only.

Carl L. Schuele, president, said BMB was organized so that the lineup of stations could be sold to advertisers and agencies who are interested in reaching an adult audience. The first sale completed, he added, was to the Cadillac Motor Car Div., General Motors Corp., in connection with introduction recently of the 1959 Cadillac.

Charter members of Better Music Broadcasters, with other outlets to be added in the future are WJMJ Philadelphia, WAYE Baltimore, WDOK Cleveland, KADY St. Louis, KIXL Dallas and WVNJ Newark, N. J. These stations, Mr. Schuele said, use long-playing albums of music from motion pictures and Broadway productions of the past and present.

Alspaugh in H-R New York Post

James Alspaugh, since 1950 manager of H-R Representatives Inc.'s San Francisco office, and recently elected vice president of the representative firm, will succeed Paul R. Weeks as radio sales manager in the New York headquarters. Mr. Weeks retired from H-R earlier this autumn. Mr. Alspaugh will be succeeded in San Francisco by Hal Chase, an account executive at H-R. Before joining the representative firm, Mr. Chase was general sales manager of KNTV (TV) San Jose and Northern California sales manager for MCA-TV Ltd. New to H-R (as successor to Mr. Chase) is James W. Cravagan, last with The Katz Agency in San Francisco.



"So then U.S. Steel invested $770 million in us"

An American baby is born every eight seconds—11,000 every day—4,000,000 a year. Our population will soon be over 200 million. And as our population grows, our production must grow. We'll need millions of new homes . . . new schools and hospitals . . . new highways to carry 75 million motor vehicles by 1970 . . . not to mention countless appliances and conveniences that haven't even been invented yet!

No temporary setback can stop the growing needs of our population. That's why United States Steel has gone ahead with expenditures totaling $770 million to provide more and better steels for tomorrow's citizens. This is the practical way that we've demonstrated our faith in the future.

USS is a registered trademark

USS **United States Steel**

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WTRF-TV WHEELING, W. VA. • Sold to WTRF-TV Inc. by Tri-City Broadcasting Co. (Thomas Bloch and family, 30%, the Dix brothers, 31%, News Publishing Co., 30%, Robert W. Ferguson, 8%) for in the neighborhood of $1.8 million [CLOSED CIRCUIT, Nov. 3]. The Dix brothers (Albert V., Raymond E., Robert C. and Gordon C.) will be majority owners of the new firm. Mr. Ferguson will retain his present ownership plus his position as executive vice president and general manager. The Dix brothers' publishing interests include: *Daily Record,* Wooster; *Evening Record,* Ravenna-Kent; *Crescent-News,* Defiance, and *Times-Leader,* Martins Ferry, all Ohio. They also own WWST Wooster and WRAD Radford, Va. WTRF-TV is on ch. 7 and is affiliated with NBC.

WKIX-AM-FM RALEIGH, N. C. • Sold to WKIX Broadcasting Co., Ralph Price, president, by Ted Oberfelder Broadcasting Co. for $215,000. WKIX is on 850 kc with 10 kw, day, 5 kw, night, directional antenna night. WKIX-FM is on 96.1 mc with 29.5 kw. The stations are affiliated with ABC and MBS.

WHLP CENTERVILLE, Tenn. • Sold to Trans-Air Broadcast Corp. (partner William R. McDaniel was WSM Nashville public relations director) by Tri-Counties Broadcasting Co. for $26,250. The sale was handled by Paul H. Chapman Co. WHLP is on 1570 kc with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 104.*

WITI-TV WHITEFISH BAY, WIS. • Sold to multiple owner Storer Broadcasting Co. by Jack Kahn and others for $4.4 million. Comr. Robert Bartley voted for a hearing. WITI-TV is on ch. 6. (See story, page 72.)

KBAB EL CAJON, CALIF. • Sold to Dandy Broadcasting Co. by University Motors, Snowflake Baking Co., Kinrok Co. and A. W. Carey for $204,000. Dandy Broadcasting Co. also owns WPEO Peoria, Ill. KBAB is on 910 kc with 1 kw, directional antenna different pattern day and night, and is affiliated with ABC.

WIRY PLATTSBURGH, N. Y. • Sold to WIRY Inc. (Charles B. Britt, president, has interest in WLOS-AM-FM-TV Asheville, N. C.) by Joel H. Scheier for $175,000 and employment of transferor for five years for a total sum of $25,000. WIRY is on 1340 kc with 250 w and is affiliated with MBS.

THE GOPHERS, U. of Minnesota football team, were assisted by WCCO-TV Minneapolis in the Nov. 8 game against Iowa's Hawkeyes, with the use of an Ampex videotape recorder. Closed-circuit cameras and a monitor were set up on the sideline for Gophers assistant coach Dick Larson (top cut) to watch the game. The videotape recording came into its own when, during half-time, Minnesota coach Murray Warmath (lower cut) and staff studied first-half plays on locker room monitors. The tape was played again for the team after the match.

WNEW, 'News' End Partnership; Metropolitan to Create Bureau

After almost 17 years and 135 million words of 24-hour *News Around The Clock,* WNEW New York and the New York *Daily News* have come to a parting of the ways. The partnership of the station and paper—which set a national pattern for independent radio station news—is slated to be dissolved on or about Jan. 1. However, should the *News* link-up with another New York independent outlet before that time, the termination date would be advanced. It's reportedly been talking with at least three of them, WMCA, WINS and WMGM.

According to WNEW Executive Vice President John B. Jaeger, the divorce has been pending for "some months." Apparently the thinking of owner-operator Metropolitan Broadcasting Co. seems to be in line with setting up a "national news bureau" that would link the interests of the four station properties—WHK Cleveland, WNEW-AM-TV New York, and WTTG (TV) Washing-

CALIFORNIA

Profitable daytimer in a single station market. Good potential for increased profits under "grass roots" management. $40,000 down. **$130,000**

SOUTH

Fulltime regional station in market ranking in the top 100. Good real estate. Excellent financing with $50,000 down. **$175,000**

SOUTH

Successful daytimer in a quarter-million population market. Annual gross approximates purchase price. 29% down and an easy payout. **$175,000**

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RADIO - TV - NEWSPAPER BROKERS

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333 N. Michigan Avenue
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Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
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CRestview 4-2770

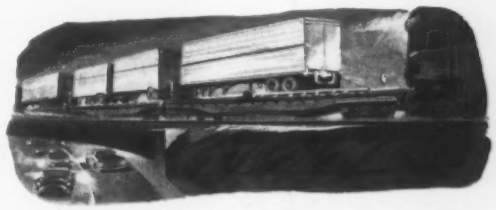
America's new superhighways unwind on rails of steel

Another example of how railroad progress goes hand in hand with U. S. progress

A spectacular part of America today is the network of Federal superhighways now under construction from coast to coast. And essential to this tremendous building project – carrying vast quantities of concrete, asphalt, steel, road-building machinery – are America's progressive railroads.

No other form of transportation can handle such big hauling jobs as this with the efficiency and economy of the railroads. And because this is so, the tax-paying railroads hold down expenses for all taxpayers – including you.

Ever-increasing efficiency enables the railroads to keep pace with the newest and most dramatic developments in our national life – a partnership in progress that is essential to every one of us, in peace as well as in war.



RAILROAD PROGRESS: *Highway trailers carried on railroad freight trains speed shipments, reduce highway congestion.*

AMERICA MOVES AHEAD WITH THE RAILROADS

Association of American Railroads, Washington, D. C.

ESSENTIAL TO THE NATION'S ECONOMY

Portable
Versatile
Dependable

CECO* Vidicon
SUPPORT EQUIPMENT
gives top performance—Indoors or Outdoors

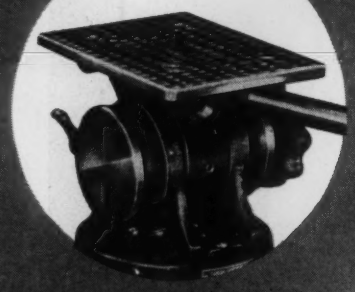
Expressly designed for the ever increasing TV field, this equipment consists of a pan and tilt Tripod Head with internal Balancing spring. Vidicon Cameras with electronic viewfinder can be easily mounted and operated. The head mounts on the CECO Professional Tripod (or any other standard mounting flange) and the CECO Pro Senior Collapsible Three Wheel Dolly makes this a complete versatile package.

Specifications:

CECO Vidicon Head designed for use with a variety of Vidicon cameras, weighing from 45 pounds up. Vertical and horizontal movement of tilt head controlled by independent friction locking devices. Super-smooth action.

Tripod folds quickly and compactly. Offers a height range from 36 to over 53 inches. Double leg locks.

Pro Senior Collapsible Dolly is lightweight and compact. Rubber-tired wheels may be locked or set in a straight line position.



Professional Jr. Spring Head
Ideal for Viewfinder Vidicon Cameras weighing up to 35 lbs. Internal balancing spring. Built-in spirit level. Fits standard Pro Jr. Tripod, Baby and Hi-Hat (low mount).

*CECO trademark of
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FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.

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United Press International news produces!

ton. However, while Metropolitan's projected "newsdesk" in theory would feed important national and international newsbreaks to its o&o stations, there are no plans to go into a "news network" type operation.

Mr. Jaeger, who envisions a 12-man news operation, is seeing job-applicants and is interested in hiring a "good news director." This staff would take the place of the special seven-man bureau the *News* had set up to service its hourly newscasts.

While WNEW would not disclose the financial workings of its partnership, it was learned that from February 1942 to October 1949 the *News* and WNEW worked on a yearly-contract basis; since that time, the arrangement has been continuous and based on a "gentleman's agreement" subject to a 60-day cancellation clause "at any time." Though "some finances" were involved, the deal was basically one of a 50-50 "barter" nature: the *News* had an hourly "commercial" since each newscast was promoted heavily as "compiled by New York's picture newspaper, the *Daily News* . . ." and in return WNEW was spared the expense of maintaining its own news operation.

New Fm Unlimited Package Plan Offers Network-Type Discounts

A package plan to assist agency buyers in effecting better buys in fm was announced last week by Fm Unlimited, Chicago-based sales representative and promotion organization.

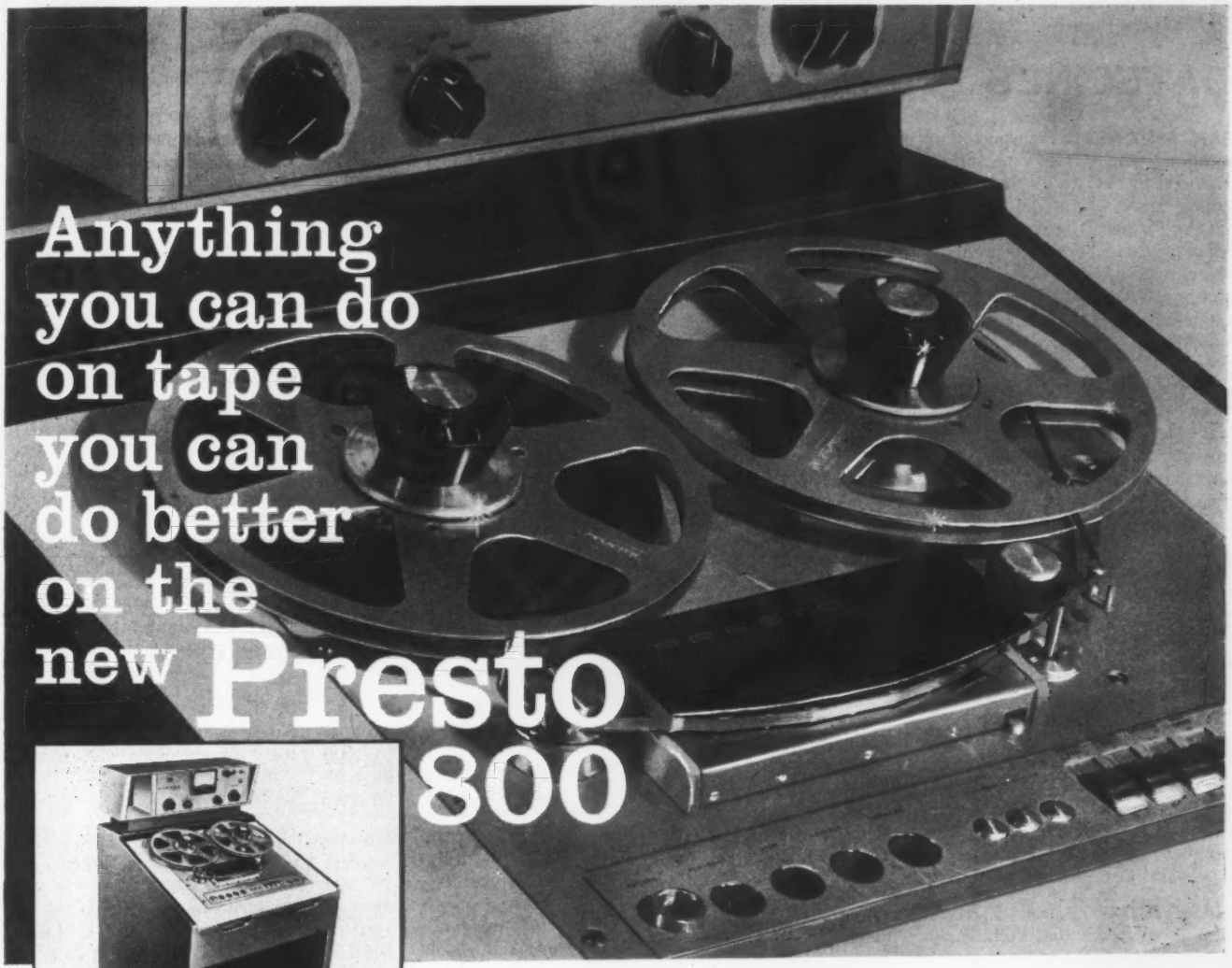
Under the plan announced Wednesday (Nov. 12) by Charles Kline, its president, advertising agencies may purchase a package of two, three or four fm stations in the same market or area at a special "network" discount, reported to be 10%. Stations in each group are selected on the basis of diversified programming fare, according to Mr. Kline.

"Many advertisers and agencies have expressed interest in Fm," Mr. Kline pointed out, but "insufficient facts and figures have all too often persuaded them to put off their purchases. Until they become a little more familiar with the medium, especially which fm station or stations to buy."

The Fm Unlimited package plan is introduced to advertisers and agencies with interest in the Chicago-Milwaukee area. Participating stations are WFMF, WNIB and WFMQ, all Chicago, plus WFMR and WQFM Milwaukee. Each station specializes in different programming. In Chicago, Mr. Kline said, Grant, Schwenck & Baker is the first agency to utilize the plan for Carson, Pirie Scott, local department store.

Belafonte in WSFA-TV Blackout

WSFA-TV Montgomery, Ala., was knocked off the air for an hour Nov. 9 just before Harry Belafonte, Negro singer, was scheduled to appear on the NBC *Steve Allen* program. A logging chain had been thrown across the station's power line. This was the second such incident in a year, the station having been blacked out just prior to an interview with Rev. Martin Luther King Jr., Montgomery Negro integration leader.



Anything you can do on tape you can do better on the new Presto 800

SUDDENLY problems that have plagued recording engineers for years are *gone!* Work that usually takes costly hours can be done much more efficiently—at far less cost.

THE PRESTO 800 PROFESSIONAL is one tape recorder with *all* the answers. Its single-action individualized controls mastermind each detail – deliver a higher rate of production at significantly lower operating costs.

For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you've done your share of editing, one thing is clear . . . the recorder you *have* to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey.

A subsidiary of The Siegler Corporation.
Export: 25 Warren St., New York 7, N. Y.
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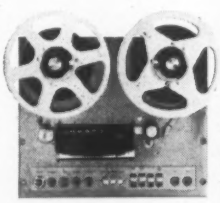
PRESTO

TURNTABLES • TAPE RECORDERS •
DISC RECORDERS • DISCS • STYLI

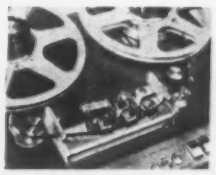


800 PROFESSIONAL EXCLUSIVE:

Edit switch allows one-hand runoff during editing and assembly of master tapes, eliminates messy tape overflow.

800 PROFESSIONAL EXCLUSIVE:

New linen-base, phenolic drum brake system features double shoes, eliminates brake maintenance headaches.



800 PROFESSIONAL EXCLUSIVE:

Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

DATELINES

Newsworthy News Coverage by Radio and Tv

SAN ANTONIO—Transportation, communications, wrecker service and lights were provided by WOAI-TV San Antonio to help police arrest a hit-and-run suspect. The WOAI-TV news department got into the act when it came over their police radio that the car suspected of involvement in a hit-and-run killing was heading out of town. Cameraman L. C. Christensen took off in WOAI-TV's newsmobile and came upon the police car stuck in the mud of a dirt road.

The search was continued in the newsmobile until a blood-splattered automobile was located. The driver, however, was missing. With the aid of the light Mr. Christensen uses for his camera, he was able to assist the police follow tracks of the car's driver. The WOAI-TV staffer filmed the apprehension of the man, then called his station on the two-way radio, which in turn, notified the highway patrol. After pulling the police car out of the mud with the newsmobile, the cameraman photographed the suspect's booking at the police station.

PITTSBURGH—Police raids on numbers racketeers were recorded on film Nov. 12, by WTAE (TV) Pittsburgh cameraman George Davis. The newsfilm man got his exclusive coverage while accompanying plainclothesmen in the city's campaign to flush out the numbers racket. WTAE telecast the arrest of several key suspects that evening.

NASHVILLE—The use of NBC-TV newsfilm as evidence that John Kasper incited others to riot was strongly objected to by his defense attorney at the State vs. Kasper trial in Nashville, Tenn. The eight-minute film, taken by network cameraman Robert Blair, shows the defendant shouting to a cheering crowd, "Now's the time to fight . . . to picket . . . to boycott . . . until we shut every school down."

The defense objected on the grounds that in showing the film the prosecution was seeking to inflame the minds of the jury. The prosecution maintained that it demonstrates the influence Mr. Kasper had on the crowd.

NEW YORK—KDKA Pittsburgh news director James L. Snyder was "Jimmy-On-The-Spot" last Monday (Nov. 10) when a Seaboard Western cargo plane crashed into a standing Trans-Canada Viscount at New York's International Airport. Mr. Snyder, a few minutes before, had landed at the airport from Rome, where he had covered the coronation of Pope John XXIII. He immediately went to work, feeding on-the-scene accounts of the crash to Westinghouse Broadcasting Co. stations via beeper phone.

CAPE CANAVERAL—Ed Herbert and Ron Oppen of WTVJ (TV) Miami, Fla., photographed the interior of the $7 million, 455 sq.-ft. technical laboratory at Cape Canaveral, Fla. They did a film story explaining the function of some of the instruments used to process telemetry data received from missiles in flight.

OMAHA—Live coverage of the Carol Fugate murder trial is being provided by KFAB Omaha, Neb. Reporter Tom Henry has set up a remote unit outside the courtroom from which he reports developments observed inside the courtroom. Miss Fugate, 15, is being tried as an accomplice in the Starkweather murder of 11 people.

BOSTON—On Nov. 13, the day of James Michael Curly's death, WBZ-TV Boston presented a special fifteen-minute program highlighting the controversial political figure's career. Hosted by Erwin D. Canham, editor of the *Christian Science Monitor*, the program consisted primarily of live interviews with Mr. Curly's friends and adversaries. Earlier in the day, 20 minutes after news of his death, WBZ-TV presented a film biography.

John Hearst Dies on Vacation

John Randolph Hearst, 49, assistant general manager of the Hearst newspapers, died Nov. 13, apparently of a heart attack, while on a vacation trip in the Virgin Islands. The Hearst Corp. owns WBAL-AM-TV Baltimore, WISN-AM-TV Milwaukee, WCAE and 50% of WTAE (TV) both Pittsburgh. Mr. Hearst served for three years as general manager of the Hearst radio division in the early thirties.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

STATION SHORTS

KENN Farmington, N. M. (formerly KVBC), has moved into new studio building and begun full 24-hour broadcasting schedule.

WECT (TV) Wilmington, N. C., announces start of construction of new studio and administrative building scheduled for occupancy in February 1959.

WWJ-TV Detroit has begun daily program called *ETV Digest,* designed to show best programs being offered by WTVS (TV) Detroit's educational station. Half-hour *Digest* will draw its program material from 18 educational and cultural institutions which comprise Detroit Educational Television Foundation.

KCBS San Francisco has inaugurated Sigalert service, automatic device which enables all police, firm and other emergency agencies in the Bay Area to contact radio station by short wave and transmit important information about those emergencies.

KTLA (TV) Los Angeles announces its national business since Oct. 15 has taken $12,000 weekly upturn. Sales were handled by KTLA's national representative, Peters, Griffin & Woodward.

Mid-America Broadcasters Inc. (KOSI Aurora, Colo., KOBY San Francisco and WGVM Greenville, Miss.) will build midtown Denver motor-hotel, to be called Imperial, according to President David M. Segal. Completion of $400,000 motor-hotel is scheduled for Denver's Continental Celebration in July 1959.

WRCA-TV New York billings were up 14% for first three quarters of 1958 over same period in 1957, according to William N. Davidson, NBC v.p. in charge of WRCA-AM-TV. Sales records were set for every month in 1958, with September registering all-time high for month, increase of 22% over September 1957, Mr. Davidson reported.

KETV (TV) Omaha announces best monthly sales record in its 13-month history during October with 43% increase over previous high month.

Springfield Tv Broadcasting Corp. (WWLP [TV] Springfield and WRLP [TV] Greenfield, both Massachusetts) announces that October billing was 30% higher than any previous month in its 5½ year history.

KHJ-TV Los Angeles announces upswing of $150,000 in national sales, including purchases by Pillsbury Mills Inc. (Leo Burnett Co.), International Latex for Isodine (Reach-McClinton) and Coca-Cola Bottling Co. of Southern California (McCann-Erickson).

WBEN-FM Buffalo, N. Y., has suspended operations to permit construction of tower addition which will result in over 100% increase in power to 110 kw. Upon resuming operations, WBEN-FM will operate on new channel—102.5 mc.

Power, Mitchell in Top Posts With Merged GTC-Sylvania

Merger of Sylvania Electric Products Inc. and General Telephone Corp. has been approved in principle by both boards of directors. New organization will be named General Telephone & Electronics Corp., with Donald C. Power, now GT president, as chairman and chief executive officer of the merged company, and with Don G. Mitchell, Sylvania chairman-president, as president.

Proposal envisions issuing one share of GT common for each of Sylvania's 3,532,012 common shares. No arrangements have yet been worked out on preferred stock. The move is subject to approval by shareholders of both companies after passing Securities Exchange Commission muster.

No reason for the merger was given by the two companies, but Mr. Mitchell, in a speech to the National Electrical Mfrs. Assn. last Wednesday (Nov. 12), noted that the industry must gear itself for "record-breaking capital expenditures" in the next five years to meet growing demand. The merger with General Telephone would provide such capital to Sylvania, which would continue to operate as a separate entity.

GT is described as the largest independent telephone system, with service in 30 states. Sylvania, with 45 plants and 20 laboratories in 13 states, makes electronic components, lighting products, radio, tv and hi-fi sets and photographic equipment.

Arc-Tec Device Tames Lightning

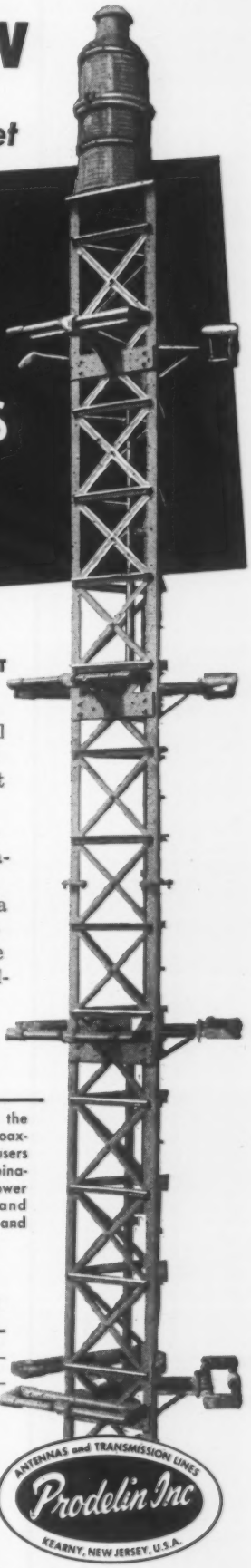
A device which overcomes loss of airtime due to burned out components resulting from lightning arcing on transmission towers has been put on the market by Arc-Tec Engineering Co., Rapid City, S. D. The instrument is a sensing kit and control unit which interrupts the carrier at the instant an overload begins to occur and reinstates power within 50 milliseconds. This prevents energy from adding "fat to the fire," Sales Manager Nick Wyckoff explained, and is so swift there is no noticeable audio interruption. The company was organized in August of this year to manufacture and sell the safety equipment. The device was developed by Robert Musfeldt, now with the Boeing Aircraft Corp., and was tried out by KOTA Rapid City. The unit costs $300 for one tower, $250 each for 2-3 towers and $200 each for additional towers. Mr. Wyckoff headquarters at Room 1086, National Press Bldg., Washington, D. C.

MANUFACTURING SHORT

RCA electron tube division is currently producing phospher screens for color television picture tubes having "greatly improved picture quality." According to K. M. McLaughlin, Lancaster plant manager, RCA's color kinescope activity, new manufacturing process, "makes possible the application of color phosphers with greater uniformity over the entire area of the face plate than has been possible up to now, in addition to resulting in substantial savings in the quantity of expensive phosphers used in color picture tube production."

EDUCATIONAL TV
ON A
Modest Municipal Budget

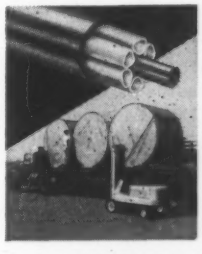
WITH
Prodelin
PACKAGED
ETV ANTENNA SYSTEMS
LOW POWER - LOW COST
for High Band VHF Service



FEATURING Spir-O-line® THROUGHOUT

Prodelin's ETV Tri-Loop Antenna System is an economy package all the way — initial cost, installation, and maintenance — brings educational TV within the means of the most modest municipal budget.

Already an outstanding field-proved performer in military "morale" stations, educational TV, commercial TV, and satellite services, the Prodelin ETV Tri-Loop Antenna System is now improved with the use of *Spir-O-line* and *Spir-O-lok*, the high performance coaxial cable and connectors that reduce installation and maintenance.



Spir-O-line

1000′ reels of Prodelin's *Spir-O-line*, the revolutionary semi-flexible aluminum coaxial cable, are going everywhere to users who want *Spir-O-line's* unusual combination of very low attenuation, high power rating, broadband characteristics, and substantial reductions in installation and maintenance costs.

ELECTRICAL & MECHANICAL SPECIFICATIONS

Type	Power Gain	No. Loops	Height	Radiation Center	Moment Ft. Lbs.	Shear Lbs.	Weight Lbs.
ETV-2	2.0	2	10′	5′	1797	298	280
ETV-4	3.98	4	20′	10′	6471	608	560

for prices and further specifications, write
Prodelin Inc
307 Bergen Avenue • Kearny, N. J.
Dept. B-10

ANTENNAS and TRANSMISSION LINES
Prodelin Inc
KEARNY, NEW JERSEY, U.S.A.

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

INTERNATIONAL

CBC Governors Board Announced Stuart Named Permanent Chairman

Membership of the Canadian Broadcasting Corp. board of governors was announced Tuesday (Nov. 11) at Ottawa. The governors are Dr. Andrew Stewart, president of the U. of Alberta, permanent chairman of the CBC; Roger Duhamel, writer, and Carlyle Allison, editor, *Winnipeg Tribune*, all permanent board members.

Twelve part-time members complete the lineup of the board which regulates both government-owned and independent stations.

J. Alphonse Ouimet, general manager of CBC Ottawa, was named CBC president. E. L. Bushnell, CBC assistant general manager, becomes vice president of the CBC board of directors. Nine part-time members of the board will manage the CBC networks and stations.

Receiver Sales Off in Canada For Both Radio, Tv in 9 Months

Both radio and television set sales in Canada are down about 20,000 units each in the first nine months of 1958, according to figures released by the Electronics Industries Assn. of Canada, Toronto. Television receiver sales in the January-September 1958 period totaled 279,718, as compared with 295,338 in the same 1957 period. Radio receiver sales in the first nine months of this year totaled 369,057 units as against 389,509 in the same period last year.

Ontario accounted for the largest share of the market in both categories, with 105,347 tv set sales and 161,591 radio set sales in the January-September 1958 period. Quebec province followed with 71,770 tv sets and 93,310 radio sets in the same period. British Columbia was third with 23,412 tv sets and 26,401 radio set sales.

Walsh Adv., Canada Government Countersue Over Bond Account

Walsh Adv. Co. Ltd., Toronto, has filed with the Exchequer Court of Canada, Ottawa, a claim against the government of Canada for $160,580 in damages and lost revenues from the Canada Savings Bond publicity campaign of 1957. The Canadian government has filed a counterpetition claiming that its Treasury Board had not authorized hiring the agency for the 1957 campaign.

Walsh Adv. had handled the campaign in previous years for the government. When the Liberal government was defeated in June 1957, the new Conservative government appointed McKim Adv. Ltd., Toronto, to handle the bond campaign publicity. Walsh claims that it had already submitted ideas for the campaign to the Bank of Canada and that the latter "plagiaristically" used the ideas in the 1957 campaign.

The government's counterpetition claims that any layouts or suggestions given by Walsh to the Bank of Canada were only a part of "soliciting an advertising contract" for the 1957 bond drive.

Walsh is asking for $9,874 that it says was disbursed to its suppliers, $50,706 representing commissions it allegedly was prevented from earning, and $100,000 for damages to its business and "unauthorized use of its creative work."

ABROAD IN BRIEF

PONTIFICAL PRAISE: Monsignor Martin O'Connor, president of the Pontifical Committee on Radio & Television, has received a letter that Pope John XXIII directed to be written, thanking radio, tv and movie organizations for the dignity of their coverage of his coronation and the death of Pope Pius XII. The Pontiff expressed hope that the "high level" of mass communications will be maintained during his lifetime.

ALLOCATION PROBLEMS: European Radio Union is studying plans to improve the confused frequency situation in European medium wave bands. One proposal is to cut down transmitter bandwith and use an "offset" system for different stations sharing one frequency.

FRANCO-ITALIAN ELECTRONICS: Cie. Generale de Telegraphie sans Fil, France, and Finmeccanica, Italy, have joined Microfarad, a French-Italian electronic manufacturer, to coordinate production and sales. The new firm, Industrie Riunite Electroniche e Mecchaniche, is designated to take advantage of the 10% import tax reduction allowed in the European Common Market that starts next Jan. 1. The import tax reductions apply only to the six Common Market member countries: Luxembourg, Holland, Belgium, West Germany, Italy and France.

EDUCATION

WBOC-TV Giving 3 Hours Daily To Tri-State ETV Organization

The Del-Mar-Va Educational Television Project has commenced a Monday through Friday (1:30-2:30 p.m.) schedule on WBOC-TV Salisbury, Md. The project, serving the Delaware-Maryland-Virginia peninsula, carries music lessons for second and fourth graders plus science for six graders into 141 classrooms in seven school systems.

WBOC-TV donates the time involved, but the D-M-V project reimburses the station for operating expenses. The station has contracted to clear up to three ETV hours daily for three years and has verbally agreed to extend it further. Installation of tv sets in most schools is paid by the Board of Education while Parent-Teachers Assn. installs sets in others.

DAR Sponsoring Script Contest

Accredited undergraduates of colleges and universities throughout the country are eligible to compete in "The Blessings of Liberty," a national radio and television script contest sponsored by the Daughters of the American Revolution. Full details may be obtained from the DAR, 1776 D St., N. W., Washington. Closing date: Jan. 15, 1959.

WHAT'S PRINTING GOT TO DO WITH BROADCASTING?

A lot. And if you don't mind a moment's shop talk, we'll tell you.

Beginning with our issue of January 5, 1959, BROADCASTING will be a handier (and handsomer) package. Its page size will be 8¼ x 11¼ inches, a reduction from the present size of 9 x 12.

We're changing our dimensions to benefit you, the reader, and you, the advertiser. In its new size BROADCASTING can be printed on newer, faster presses that won't accommodate a page as big as the one we use now.

Why fast presses are important to you • The happy fact is that we've outgrown our present press capacity. We're running 23,000 copies a week now. We expect to be running 25,000 soon. At that volume we can't continue to use old-fashioned presses and still turn out our kind of magazine—the kind of magazine that more and more of you indicate you like by buying more and more subscriptions.

With its new equipment, BROADCASTING can continue to deliver news while it still *is* news and articles that haven't been warmed over. In fact, BROADCASTING intends to broaden its already comprehensive coverage of everything that is significant in television and radio.

Important footnote for advertisers

These advertisement sizes become effective with the January 5, 1959, issue of BROADCASTING. Your production department will have no trouble adjusting to these sizes. They are standard throughout the weekly consumer magazine field on such publications as *U. S. News & World Report, Time* and *Newsweek.*

Space	Width	Depth	Width	Depth
PAGE	7″	10″		
BLEED PAGE	8¼″	11½″		
2/3 PAGE	4⅝″	10″		
1/2 PAGE	7″	5″	4⅝″	7½″
1/3 PAGE	2¼″	10″	4⅝″	5″
1/6 PAGE	2¼″	5″	4⅝″	2½″
INCH	2¼″	1″		

Screen: 100 Trim page: 8¼″ by 11¼″ Side-stitched

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AFTRA NEAR STRIKE AT WEEKEND

The American Federation of Television & Radio Artists was prepared, if necessary, to call the first national strike in its history against the television and radio networks at midnight Saturday (Nov. 15). The principal issue at dispute: rates and conditions for reuse of videotaped programs and commercials.

Neither management nor the union would venture an opinion last Thursday on what direction developments would take — an agreement, an extension of last Saturday's deadline or a strike.

It was known that negotiators were "far apart" on the videotape issue. Other phases of the contract have had scant discussion during negotiation. Both parties indicated that, under the circumstances, the most heartening development could be an extension of the present contract, which was to expire at midnight Saturday.

AFTRA received strike authorization from its New York local last Wednesday (Nov. 12) by a 369-2 vote, and similar "strike meetings" were set for Chicago last Thursday, Los Angeles on Friday and San Francisco on Saturday. It was presumed to be a foregone conclusion that strike power would be granted to the federation by the four locals, even if such action were only a sign of unity and strength.

AFTRA was reported to have relaxed its earlier demands during the negotiation session last Tuesday (Nov. 11), but its proposals for re-use payment and conditions still were considered "excessive" by the networks. Sessions were planned up to Saturday.

As part of its latest proposal, AFTRA suggested a 13-week national fee of $850 to a performer for a taped spot commercial, stipulating a four-week minimum of $400 plus $50 weekly for each of the remaining nine weeks. Networks were said to have regarded this demand as "exorbitant," pointing out it is approximately three times the fee for a tv filmed commercial under the terms of the Screen Actors Guild contract.

Another disputed proposal centers around the so-called "wild spot," announcement carried on local stations, usually in station breaks but sometimes within programs. In this area, a solution must be effectuated to define "wild spot" precisely and to establish formulas for rates in various markets and a re-use pattern. AFTRA proposed that rates be based on the population figures of the various markets.

The union also was seeking to establish re-use payment for taped tv programs and for VTR commercials beyond the fifth replay. The networks, under the present contract, agreed to pay for re-use of programs up to the fifth re-play only. AFTRA insisted that this "cut-off" be eliminated, with payment for subsequent re-uses of programs and taped commercials.

The networks were resisting these demands, characterizing them as "excessive." Advertising agency officials were in attendance at the sessions as observers and though they would make no official comment, it was understood they supported the network's position (see ANA story, p. 40).

Indications were late Thursday that once the various phases of the videotape issue are settled, an agreement would be reached. The contract also will cover the radio networks and transcription companies but few complications were envisioned here.

The union also is demanding a 10% basic increase in initial fees, plus fringe benefits, which the networks claimed would put the actual raise "well beyond" 10%.

The negotiations were conducted in an atmosphere that was said to be acrimonious at times. Network negotiators charged that AFTRA used the sessions to impress performers with the union's militancy partly because the National Labor Relations Board may call for a referendum to select a single unit for performers appearing in videotape commercials. (The NLRB has been holding a hearing in New York for several weeks, listening to testimony on a petition by AFTRA to hold such a referendum. The petition is being opposed by the networks, the Screen Actors Guild and the Screen Extras Guild.)

AFTRA spokesmen were reported to have objected vigorously to the presence of advertising agency representatives at the sessions. They claimed that the networks actually were being guided by the counsel of the agencies. (Advertising agencies sign letters of adherence to the contracts, but the networks are the actual employers.)

The Screen Actors Guild announced late Thursday (Nov. 20) that it had advised its members not to accept employment at networks or stations, should AFTRA call a strike on Saturday (Nov. 15). The notice to SAG members pointed out that even though SAG and AFTRA were engaged in a dispute over jurisdiction of videotaped commercials, the guild still would support another labor organization that was on strike.

In preparation for a strike, the networks stepped up their production of taped programs. In the event a strike extends beyond two weeks, networks plan to substitute live programming with filmed shows and tapes or kinescopes of earlier shows.

At CBS-TV, taped programs were set for the *Ed Sullivan Show* yesterday (Nov. 16) and Nov. 23; the *Jack Benny Program* until further notice (partly film); *Arthur Godfrey Time* daytime program this entire week; *The Verdict Is Yours* this week and next week; *Arthur Godfrey Show* tomorrow night (Nov. 18); *Red Skelton Show* until further notice (partly on film); *Playhouse 90* on Thursday; *Jackie Gleason Show* on Friday. Other live programming will use taped recordings of earlier shows or substitute film.

ABC-TV, which has a preponderance of filmed programs on its schedule, has available one taped episode each of the *Voice of Firestone, Pat Boone Show* and the *Patti Page Show*. ABC-TV also has a backlog of taped episodes of *Day In Court* and *The Liberace Show*, which normally are taped.

NBC-TV has taped one episode each of *Perry Como Show, Hallmark Hall of Fame, Masquerade Party, Kaleidoscope, Steve Allen Show, Dean Martin Special, Dinah Shore, Bob Hope, You Bet Your Life, Milton Berle, Eddie Fisher* and *George Gobel*.

CBS Ordered by Arbitrator To Reinstate Employe Dismissed

Joseph Papp, a television stage manager for CBS who was dismissed last June after invoking the Fifth Amendent before a Congressional committee [NETWORKS, June 23], was ordered reinstated "forthwith" to his position by arbitrator Emanuel Stein, chairman of the economics department of New York U. The arbitrator's decision is considered binding.

Prof. Stein held that "this is not a Fifth Amendment case." He pointed out that CBS had claimed that it discharged Mr. Papp not because he had pleaded the Fifth Amendment but because he had concealed in his employment application his association with the California Labor School and two other organizations. Prof. Stein said the network had known of these associations before Mr. Papp was called before a subcommittee of the House Un-American Activities Committee, but never had confronted him with this.

In ordering Mr. Papp's reinstatement as of June 19, Prof. Stein ruled that Mr. Papp should receive only half of his back pay because he had failed to notify CBS of a subpoena to appear before the committee.

how to keep top giveaway shows on top

The S. Jay Reiner Company, Inc.

155 Mineola Blvd, Mineola, N.Y. PI 7-5300

Eleven Years in Business • Eleven Years of Dependability

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist with a record of many years of dependability.

S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station KTUL-TV of Tulsa, Okla. writes:

"We had excellent success with 'Play Marko', due in no small part to the excellence of the prizes, which made the difference between a good show and a bad one. I heartily recommend the S. Jay Reiner Co., to anyone planning this kind of show."

May we show you what we can do for you?

AFTRA, L.A. Indies Report 'No Progress'

"No progress" was reported in negotiations between AFTRA and the four non-network tv stations in Los Angeles after the conclusion of a 3½ hour meeting Thursday afternoon (Nov. 13). The fact that another session was set for tomorrow (Nov. 18) was considered as indicating AFTRA would not strike these local tv stations over the weekend, regardless of what may happen at the network level.

AFTRA is proposing a two-year contract running through Nov. 15, 1960. For staff announcers the union asks an increase of $30 a week (20%) in all basic salaries; elimination of discounts for on-camera work on multiple commercial programs per week; increases of on-camera announcement fees to $7.50 for 30 seconds, $11.25 for one minute, $15 for over one minute, and a 25% increase in all other fees except those for special "on-camera performer only" fees on participating programs which are to be eliminated.

For commercial inserts of three minutes or less AFTRA's proposed rate is $35 for on-camera, $25 for off-camera, with applicable program fees for inserts of over three minutes. Sportscasters are to get $250 a game for professional and major collegiate football and basketball (Class AA), $80 for all other sports events (Class A) of 30 minutes or less, $130 for Class A events of over 30 minutes. Assistant sportscasters and color men would get $130 a game for Class AA, $42 for Class A events of 30 minutes or less, $62.50 for those over 30 minutes.

The most vehement management opposition has been aroused by AFTRA's recording demands: "If an announcer records material while in-stretch and is on duty or in-stretch when the recording is broadcast, he shall be paid the appropriate fee if any, or applicable compensation for a live performance. If the tape or recording is played back when he is off duty, out-of-stretch, or no longer in the employ of the company, the announcer shall receive the fees provided for such services in the appropriate code applicable at the time of the broadcast of the recorded material.

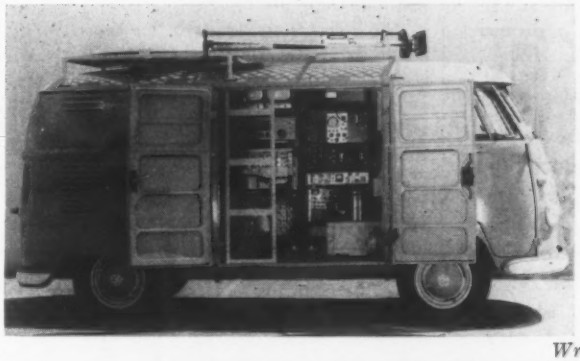
Such requirements are featherbedding demands and as such are in direct violation of the Lea Act, it was charged. They would also prove a deterrant to the use of videotape since they would do away with any savings that might be made as a result of installing VTR apparatus. Furthermore the staff announcer would be paid twice for services performed and also be compensated for services not performed.

Similar objections were voiced to another AFTRA demand: "A staff announcer shall be assigned and scheduled to all station identifications and all sign-ons and sign-offs at the time of broadcast." This, it was noted, would eliminate the use of recorded station identifications and result in appreciable increase in announcing fees.

AFTRA is also asking that recordings or tapes made or broadcast during the contract period may be used only as long as the contract is in effect, or has been succeeded by a new contract.

Lambda LPE Pacific

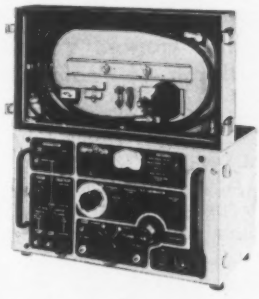
A COMPLETE LINE OF
TV MICROWAVE RELAY EQUIPMENT



MOBILE TV TRANSMITTER
A low cost, completely self-contained mobile unit for remote television pickups. Unit transmits both audio and video signals, with full studio quality.
The entire microwave system, housed in a miniature-size van, is designed for easy set-up and take down. Only two men are required to handle this transmitter.
Unit is supplied complete and ready for operation.
Basic Price $18,500.00
Write for additional information.

1.0 WATT HEAVY DUTY COLOR MICROWAVE SYSTEM
Now available in completely rack mounted or portable models. The Lambda Link is for use in TV STL, Remote Pickup, and Multiple-Hop service with full color 600-line resolution and program audio.
You get these advantages:
- Full-color response
- Low noise distortion
- High frequency response
- Single operator alignment
- Easy maintenance

Price . . . . . Basic unit: from $7650.00
Write for complete data on Model 5900.



GENERAL PURPOSE MICROWAVE TEST SET
—3 instruments in 1—
A combination signal generator, frequency meter and power meter for testing transmitters and receivers operating in the frequency range of 5825 to 7725 Mc.
Unit checks complete receiver performance without requiring a transmitter. Measures power output, microwave frequency, receiver sensitivity and response. Set supplies 30 mw output, and can be used as a transmitter. Size: 19½" x 11" x 14" high. Weight: 53 pounds.
Price $1745.00
Write for complete data on Model 7100.

50 WATT AMPLIFIER
—supplies high power for long distance, or difficult path problems.
Plus:
- Low driving power—0.1 watt adequate
- Best unit for high interference areas
- Dependable Eimac Klystron for long life at low cost per hour

Price $4,800.00
Write for additional information.

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P.O. BOX 70, VAN NUYS, CALIFORNIA · IN CANADA: BEACONING, OPTICAL AND PRECISION, MONTREAL

QUAD - CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

The link that serves
South Carolina's largest city
BEST
WNOK RADIO
TIME BUYER
COLUMBIA
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CONSUMER
THE
NUMBER ONE STATION
IN COLUMBIA, SOUTH CAROLINA
according to Pulse metro survey

AWARDS

FARM SAFETY AWARDS TO 40 BROADCASTERS

- **Council names two networks**
- **30 ams, 8 tvs are honored**

The NBC and Northeast radio networks along with eight tv and 30 radio stations, are honored in non-competitive awards for exceptional service to farm safety, it is being announced today (Nov. 17) by the National Safety Council.

The awards are based on "outstanding activities" in connection with the 15th annual National Farm Safety Week this past July and for exceptional service to farm safety during the preceding 12-month period.

Tv stations cited by the council were WBBM-TV Chicago; WKJG-TV Fort Wayne, Ind.; WMT-TV Cedar Rapids, Iowa; WAVE-TV Louisville, Ky.; WHDH-TV Boston, Mass.; KOMU-TV Columbia and KFEQ-TV St. Joseph, Mo.; WSJS-TV Winston-Salem, N. C. WBBM, WKJG, WHDH, KFEQ and WSJS also were honored in radio.

Other radio winners:

KFSD San Diego, Calif.; KUBC Montrose, Colo.; WSMI Litchfield, Ill.; WMIX Mount Vernon, Ill.; WOWO Fort Wayne, Ind.; WIBC Indianapolis; WHO Des Moines, Iowa; WIBW Topeka, Kan.; WHFB Benton Harbor, Mich.; WKAR East Lansing, Mich.

KUOM St. Paul, Minn.; KLIK Jefferson City, Mo.; WDAF Kansas City, Mo.; KWTO Springfield, Mo.; WHAM and WHEC, both Rochester, N. Y.; WGY Schenectady, N. Y.; WLW Cincinnati; WMRN Marion, Ohio; WRFD Worthington, Ohio; KOAC Corvallis, Ore.; WVAM Altoona, Pa.; WNAX Yankton, S. D.; WNOX Knoxville, Tenn.; KIMA Yakima, Wash.

Ad Council Honors Volunteers For Work on 16 Major Projects

Volunteers responsible for the 16 major projects of the Advertising Council during the past year were honored Thursday (Nov. 13) in New York with citations awarded during a luncheon meeting at the Hotel Plaza. The event was marked by the first awards to two public relations firms for service in addition to citations to 15 coordinators from industry and to 17 advertising agencies.

Communications Counselors Inc., McCann-Erickson subsidiary, was cited for its summer-long public relations drive in behalf of the "Confidence in a Growing America" project and Barber & Baar Assoc. was honored for its volunteer effort in behalf of the United Nations.

Volunteer coordinators honored included William A. Hart, president, Advertising Research Foundation; Kenneth G. Patrick, manager, educational relations, General Electric Co.; Felix W. Coste, vice president and director of marketing, Coca-Cola Co.; Robert M. Gray, manager, advertising and sales division, Esso Standard Oil Co.; Leslie R. Shope, director of advertising and press relations, Equitable Life Assurance Society; Russell Z. Eller, advertising manager, Sunkist Growers Inc.

A. H. Thiemann, second vice president, public relations, New York Life Insurance Co.; James A. Barnett, vice president, Rexall Drug Co.; Michael P. Ryan, director of advertising, Allied Chemical Corp.; Robert W. Boggs, manager of advertising, Union Carbide Plastics Co.; Palen Flagler, director of advertising, J. P. Stevens & Co.; John W. Hubbell, vice president, Simmons & Co.; H. T. Rowe, director of information, International Business Machines Corp.; Gerard B. Meynell, advertising manager, Chemical Division, American Cyanamid Co.; Robert R. Mathews, vice president, American Express Co.

Agencies honored included Young & Rubicam, N. W. Ayer & Son, Benton & Bowles, McCann-Erickson, Ted Bates & Co., Foote, Cone & Belding, J. Walter Thompson Co., Sullivan, Stauffer, Colwell & Bayles, Bryan Houston Inc., Campbell-Ewald Co., Ben Sackheim Inc., BBDO, G. M. Basford Co., Leo Burnett Co., Compton Adv., Schwab & Beatty and Edward H. Weiss & Co.

Foote, Cone & Belding Named For 15 of 56 Chicago Awards

Copywriters at Foote, Cone & Belding emerged with 15 of the 56 awards meted out by the Chicago Copywriters Club at its second annual Spotlight Awards dinner in that city.

Wallace R. Watkins, FC&B, was chosen "Copywriter of the Year" and Rudy Perz, J. Walter Thompson Co., won the Best Tv Commercial of the Year honors for Seven-Up. His radio spot for the same client was the only one for that medium accorded Golden Thirty award honors. Presentations were made at the Chicago Arts Club, presided over by Jack Baxter, Creative House and CCC president.

FC&B writers took in all Copywriter of the Year, two Best Piece, four Golden Thirty and nine Blue Ribbon awards. Among agencies, Needham, Louis & Brorby took ten awards, including two Golden Thirty, while Tatham-Laird ran third with six, including five Golden Thirty honors. Writers from 20 different agencies participated in the competition, with tv accounting for 85 of 575 total entries.

A CABOT GOLD MEDAL was awarded to Emilio Azcarraga (second l), president-director of XEW Mexico City and president of Mexico's chief tv network, Nov. 5 at Columbia U. With Mr. Azcarraga at a Nov. 7 reception in the National Press Club, Washington, are (l to r) Benjamin McKelway, editor, *Washington* (D. C.) *Evening Star* (WMAL-AM-FM-TV), and AP president; J. R. Wiggins, executive editor, *Washington Post* (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville), and Edward Barrett, dean, Columbia U. School of Journalism. The Maria Moors Cabot prizes are awarded for "advancement of international friendship in the Americas." Honors this year also have gone to three Latin Americans in the publishing field.

Five Get Tv 'Lifeline' Awards From Grocery Mfrs. of America

The 1958 "Lifeline of America" tv awards made Wednesday (Nov. 12) at the annual meeting of Grocery Mfrs. of America Inc. in New York, went to the following station executives and performers:

Sterling silver bowl to Julie Benell, women's editor, WFAA-TV Dallas; bronze citation to Alex Keese, WFAA-TV managing director; certificates of honor to Josey Barnes, KTVT (TV) Salt Lake City; Rozell Fair Fabiana, WRBL-TV Columbus, Ga., and Edythe Fern Melrose, WXYZ-TV Detroit.

Awards were made to those voted to have done the most to further community understanding of the diversified food industry and to stimulate greater interest in the lifeline between producer and consumer. Tv awards are made on an alternate-year basis, with radio citations offered every other year.

Nominations for DuPont Awards Must Be In by End of December

Washington & Lee U., administrator of the Alfred I. DuPont Awards Foundation, is calling for nominations for this year's awards. Two $1,000 stipends, one to a low-powered radio or tv station, the other to a high-powered outlet, are given for "outstanding and meritorious service in encouraging, fostering and developing American ideals of freedom. . . ." A third $1,000 stipend is given a broadcasting commentator who has been "aggressive and consistently excellent and accurate. . . ."

Dr. Francis P. Gaines, president of W&L U., heads the five-man judging committee. Winners will be announced next March. Entries must be submitted by Dec. 31 to O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U., Lexington, Va.

AWARD SHORTS

WDRC Hartford, Conn., has received "media award" from Connecticut Bar Assn. for series of programs analyzing every-day legal problems.

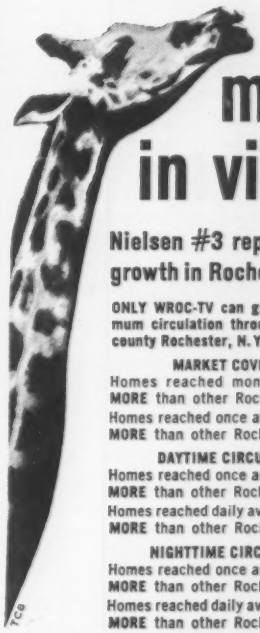
KOMO Seattle's *Job Finder* program given public service award by Washington State Personnel Board and Civil Service Commission of Seattle on its 278th consecutive airing. Listeners receive specific requirements and qualifications, salary scales and how to apply for positions on *Job Finder*.

WAIM-AM-TV and **WCAC (FM) Anderson, S. C.,** personnel were feted at "Appreciation Day" given by their owner, Wilton E. Hall.

WNCT (TV) Greenville, N. C., has provided $500 scholarship to be shared by two North Carolina State College students selected by N. C. State College Scholarship Committee. Scholarship was offered by WNCT for students from winning families in Charlotte *News and Observer's* "Farm Income Contest" held last year.

WPTS Pittston, Pa., has received commendation from Commonwealth of Pennsylvania for its traffic safety campaign on be-

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL


more in view!
Nielsen #3 reports more growth in Rochester, N.Y.
ONLY WROC-TV can guarantee maximum circulation throughout the 13-county Rochester, N.Y. area...
MARKET COVERAGE
Homes reached monthly — 26.5% MORE than other Rochester station.
Homes reached once a week—20.8% MORE than other Rochester station.
DAYTIME CIRCULATION
Homes reached once a week—24.7% MORE than other Rochester station.
Homes reached daily average—38.8% MORE than other Rochester station.
NIGHTTIME CIRCULATION
Homes reached once a week—20.8% MORE than other Rochester station.
Homes reached daily average—28.8% MORE than other Rochester station.
Represented Nationally by Peters, Griffin and Woodward
Sources: Sales Management '58, Nielsen #3, Spring '58
WROC-TV NBC-ABC CHANNEL 5 ROCHESTER, NEW YORK
A TRANSCONTINENT STATION
WROC-TV, Rochester, N. Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.

For Action at Lowest Cost
86%* of CBS Commercial Time is ordered on
WTHI-TV
TERRE HAUTE
INDIANA
Channel 10
*Basis: 1958 Fall Schedule
Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

AWARDS CONTINUED

half of Dept. of Revenue, Bureau of Highway Safety.

WEJL Scranton, Pa., has been given "citation for community service" for work during 1958 Lackawanna United Fund Campaign.

Mrs. Dorothy Lewis, president of International Assn. of Women in Radio & Television, has been cited by United Church Women, affiliate of National Council of Churches of Christ in America, for her work in field of mass communications.

Jack M. Warner, Warner Bros. v. p. in charge of Tv Commercial & Industrial Film Div., has been awarded U. S. Army Signal Corp Certificate of Achievement for his contributions to Corps. Mr. Warner, lieutenant colonel in Signal Corps reserve, has for five years headed Army Pictorial Unit for western area.

White King Soap Co.'s "Name the Sheriff's Ranch" contest has been named one of "Top Promotions of the Year" by more than 5,000 food store operators in annual competition conducted by *Food Topics* and *Food Field Reporter*. Contest was conducted in connection with tv series, *Sheriff of Cochise*, sponsored by White King in 13 western states.

Ann Sothern has been named "Our Favorite Hotel Executive of the Year" by American Hotel Assn. for her portrayal of assistant manager of New York Hotel in CBS-TV's series, *The Ann Sothern Show*.

WHFB St. Joseph-Benton Harbor, Mich., has been awarded first place in 1957-58 Michigan Associated Press Broadcasters' Assn. news competition for its program, *Michigan Farm Hour*, in non-metropolitan category.

Morgan State of Baltimore won WEBB Trophy, presented annually by WEBB Baltimore to winner of Maryland Classic football game. Morgan State defeated Maryland State 13-12.

WCBS-TV New York, promotion department, has won first prize in Colgate Palmolive's contest among CBS-TV Network stations for promotion of *The Millionaire*.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. DAVIS

HAL DAVIS, v.p. of radio-tv at Grey Adv., N. Y., appointed assistant to president of agency, effective today (Nov. 17). Mr. Davis' new responsibilities will include account supervision and working with account groups in planning of overall campaigns.

WRISLEY B. OLESON, president of Allen B. Wrisley Co., Chicago, subsidiary of Purex Corp., South Gate, Calif., named chairman of board of Wrisley. **EUGENE F. BERTRAND** formerly sales manager of drug and chemical divisions of Owens-Illinois Glass Co., appointed new president and director of sales of Wrisley as well as v.p. of Purex.

ARTHUR A. BAILEY, v.p. in charge of Foote, Cone & Belding's Los Angeles office, elected to board of directors and promoted to senior v.p.

RICHARD McSHANE KELLY, v.p. and account supervisor on packaged goods, Sullivan, Stauffer, Colwell & Bayles, to Kenyon & Eckhardt, both New York, as v.p. and senior account executive.

JOHN D. DEVANEY, account supervisor, BBDO. Chicago, elected v.p. He joined agency in 1946, had been account supervisor in Minneapolis office and moved to Chicago earlier this year on W. A. Sheaffer Pen, Hart Schaffner & Marx and National Adv. Co. accounts.

DONALD E. JONES, v.p. and head of new business committee, MacManus, John & Adams, Bloomfield Hills, Mich., to head of Los Angeles office, succeeding **RALPH YAMBERT,** resigned to open own agency.

PETER A. CAVALLO JR., v.p. and director of radio-tv department, D'Arcy Adv. Co., Chicago, has resigned. He plans to buy and operate radio station.

ARNOLD POLK, formerly advertising manager of Sav-On Drug Stores located in Southern California, to Beckman • Koblitz Inc., L. A., as director of merchandising.

JACK A. SWEDISH, formerly with Western Adv. Agency of Chicago and Racine, Wis., appointed advertising manager in charge of national media for Miller Brewing Co., Milwaukee. **J. R. WICKSTROM** and **GEORGE F. GILL,** assistant advertising managers, promoted to western and eastern advertising managers, respectively.

W. B. WILBRAHAM, formerly merchandising manager for D. P. Brother Adv., Detroit, appointed director of merchandising for Detroit office of Grant Adv., Inc. **JAMES T. DOWNEY,** formerly merchandising director for Geyer Adv., Detroit, to same office as account executive.

HUGH WELLS, formerly copywriter at Earle Ludgin & Co., Chicago, to Tatham-Laird Inc., that city, as group copy supervisor.

RICHARD M. FISHEL, sales promotion director of Erwin Wasey, Ruthrauff & Ryan, Philadelphia, will join agency's London office Jan. 1, 1959, in similar capacity.

RICHARD L. RAISLER, formerly art director for industrial accounts at Herbert-Robinson Inc., to D'Arcy Adv. Co., St. Louis, as art director.

JUNE E. TIEGS promoted from assistant treasurer to treasurer at Henri, Hurst & McDonald Inc., Chicago. Miss Tiegs also is assistant secretary.

ROBERT S. COLLINS and **JAMES O. RANKIN,** group heads in creative department of J. M. Mathes Inc., N. Y., promoted to assistant creative directors under senior V.P. Lester J. Loh. Also at Mathes last week: **MARY ENTREKIN,** account executive at Daniel & Charles, to account executive on Burlington Industries Inc.

SIDNEY LEFF, formerly with Picard Adv., N. Y., and **MERLE JAMES,** formerly with NBC, to Ben Sackheim Inc., N. Y., as art directors.

PAUL M. FINI, formerly with John C. Dowd agency, Boston, to Kenyon & Eckhardt, Boston office, as assistant art director.

THOMAS F. SWANN, formerly account executive for Wm. Esty Co., to Norman Craig & Kummel, N. Y., in similar capacity. Other NC&K account executive appointments: **MARTIN ROCHEACH,** formerly sales manager for W. S. Grant Co., radio-tv representative; **HENRY L. HAYDEN,** formerly assistant to executive v.p., Buchanan & Co., and **DONALD H. STONE,** formerly copywriter with Ted Bates & Co.

NIEL C. TALMAGE, previously with J. Walter Thompson, N. Y., to Kenyon & Eckhardt, that city, as account executive.

RAYMOND MEOLA and **SEYMOUR THOMPSON** to Royer & Roger Inc., N. Y., as account executives.

JACK GILLIES, formerly manager of Capper Publications' west coast office, to BBDO, L. A., as account executive in Rexall Drug Co. group.

ROBERT L. MEISNER named director of program information for U. S. Broadcast Checking Corp. (tv monitoring), N. Y. He had been production manager for Radio Reports Inc.

JOSEPH P. BRAUN, media director, v.p. and board member of Kenyon & Eckhardt, N. Y., honored by his agency for his 25 years of service.

EDWARD MILLER, production supervisor at D'Arcy Adv. Co., St. Louis, elected president of Production Managers' Club, that city, installed at dinner Nov. 14. He succeeds **DON HERMANN,** Arthur R. Mogge Inc. Other new officers: **BERNIE LEOPOLD,** Gardner Adv. Co., v.p.; **HENRY HOESTER,** B. J. Teach & Assoc., secretary, and **MADELEINE KELLY,** Kelly, Zahrndt & Kelly Inc., treasurer.

ROBERT R. BURTON, v.p. and manager of Chicago office of Kenyon & Eckhardt Inc., appointed chairman of publicity and advertising committee for 52d annual Christmas Seal sale drive conducted by Tuberculosis Institute of Chicago and Cook County, which started Nov. 14. **WILLIAM W. WILSON JR.,** manager of tv-radio department, Young & Rubicam, Chicago, placed in charge of broadcast media.

FILM

MR. SCHOTTENFELD

HERBERT T. SCHOTTENFELD, member of legal department of United Artists Corp., to v.p. of United Artists Television Inc. (UA subsidiary) as well as counsel. **JOHN J. MULVIHILL,** account executive at General Teleradio and formerly sales manager of radio-tv department at General Artists Corp., to UA-TV as general sales executive specializing in network and national advertiser presentations.

FREDERICK C. HOUGHTON, associate counsel for Loew's Inc., appointed v.p. and resident counsel for Jack Wrather Organization, tv-radio program production-distribution company. **EDWARD TISCH,** v.p. and treasurer of Jack Wrather Organization, also named financial v.p. of Independent Television Corp., international tv film production-distribution organization formed by JWO in association wth Associated Televison Ltd., London.

ALLIED always has the **BROADCAST TUBES** you need

IMMEDIATE DELIVERY ON RCA 6806

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.

Phone: HAymarket 1-6800

PAUL N. ROBINS, former v.p. of United Factors Corp. and Manufacturers Trust Corp., to president of Permafilm Inc. (Perma Film Protection, Perma-New Scratch Removal System), N. Y., succeeding late **PIERRE CLAVEL.**

ALAN HARTMAN, formerly with sales staff of RKO Radio Pictures, N. Y., appointed v.p. of sales for Jayark Films Corp., N. Y., covering North and South Carolina, Kentucky, Alabama and Ohio.

WALT PLANT, eastern division manager for Independent Television Corp., and before that eastern division v.p. of TPA, has resigned to open his own production firm in Hollywood. First effort will be dramatic series called *Tundra.*

LEE SAVIN, former executive v.p. of California Studios and United Television Programs, to Desilu Productions as director of its commercial film division. **ED HILLIE,** recently transferred to commercial division from production department, will serve as production manager under Mr. Savin. **FRED BALL** has also been assigned to division as administrative consultant.

WILLIAM ALLAND, Hollywood film producer specializing in science fiction themes, named to produce *World of Giants,* CBS-TV half-hour film series.

KENNETH DANIELS, former sales director of KPOL Los Angeles, has joined Warner Bros. Tv Commercial & Industrial Film Div. as western sales representative. **ART LIEBERMAN,** formerly with commercial department of MGM-TV, has also joined Warner Bros. division as production coordinator.

NETWORKS

VINCENT MURRAY and **JOHN P. FENDLEY,** appointed account executives in sales department of ABC-TV Central Div., effective today (Nov. 17) Mr. Murray joins the network from Hearst Adv. Service, of which he was manager of Chicago marketing and plans department. Mr. Fendley has been on sales staff of *Household* Magazine Dept. of Capper Publications Inc.

BERNARD F. (BEN) FLYNN, formerly with news and special events department, WNYC New York, to executive producer, CBS Radio News' Public Affairs Div., succeeding **RALPH T. BACKLUND,** resigned to join American Heritage Foundation as assistant managing editor, *Horizon* magazine.

EDWARD J. ROTH JR., formerly program manager of WGN-TV Chicago and WNDU-TV South Bend, Ind., to NBC International Ltd. as station consultant in Latin America.

STATIONS

MRS. A. K. REDMOND, sales and business manager, WHP-AM-FM-TV Harrisburg, Pa., elevated to general manager of CBS-affiliated stations. Other appointments: **HARRY HINKLEY,** radio program director; **JOHN V. GROVE,** radio sales and promotion manager; **JOSEPH HARPER,** tv program director; **GEORGE GOTTSCHALK,** tv sales and promotion manager, and **E. DANIEL LEIBENSPERGER,** chief engineer.

MR. BELL

CHARLES E. BELL, formerly director of television of WBTV (TV) Charlotte, N. C., and national sales manager of WSPA-TV Spartanburg, S. C., since 1956, promoted to general sales manager of WSPA-TV. **JOHN P. SHOLAR,** formerly sales manager of WNOK-TV Columbia, S. C., appointed local and regional sales director of WSPA-TV.

MR. SHOLAR

GEORGE CARROLL, formerly program director, WFBG-AM-TV Altoona, Pa., and manager of WNHC New Haven, Conn., named to newly-created post of station manager of WNBF-AM-TV Binghamton, N. Y., Triangle Publications stations.

DONALD MacLACHLAN, formerly general manager of KANS Wichita, Kan., to KIKK Bakersfield, Calif., in similar capacity.

F. GEER PARKINSON, formerly program manager of WBNS Columbus, Ohio, to WCAE Pittsburgh as station manager, effective Nov. 24, replacing **R. CLIFTON DANIEL,** severely injured in auto accident.

MR. TRAGESER

DONALD J. TARGESER, sales manager of KDKA-AM-FM Pittsburgh since 1956, adds duties as assistant general manager of stations. Mr. Trageser joined KDKA as account executive in 1952.

ALEX BONNER named local sales manager of WHBQ-TV Memphis, Tenn.

LINCOLN L. (LINK) HILBERT promoted to merchandising manager of WLW-AM-TV Cincinnati today (Nov. 17), succeeding **FRED WILSON,** resigned to join Leo Burnett, Chicago, as merchandising and promotional representative of media department.

RICHARD (CACTUS) PRYOR promoted to newly-created post of program manager, KTBC-AM-TV Austin and KRGV-AM-TV Weslaco, both Texas. **DAN LOVE,** KTBC-TV sports director, adds duties as program director. **JIM MORRISS** named KTBC program director and **JAY HODGSON,** KTBC chief announcer, adds duties of night operations director.

BARRY NEMCOFF, with WCAU-TV Philadelphia since 1955, named news editor. Mr. Nemcoff has also been assigned to public affairs department and will edit new program, *The Face of Philadelphia.*

STEVE MARKO, WMET Miami Beach, Fla., d.j., promoted to program director. Other WMET appointments: **JOHNNY THOMAS,** formerly of WKAT Miami, to air personality and **GARY ALLEN,** formerly of WING Dayton, Ohio, to air personality. **FRED CAPOSELLA,** horse race broadcaster, has signed exclusive contract with WMET to give nightly race resume throughout turf season in south Florida.

JOE PATRICK, sports director, KFAB Omaha, adds duties as member of KMTV (TV) Omaha sports department.

LESLIE BANOS, formerly film editor, WIIC (TV) Pittsburgh, to WTAE (TV), that city, in similar capacity.

TONY PARKER, formerly sports director, WTVH (TV) Peoria, Ill., and presently chief announcer for KMSP-TV Minneapolis, named KMSP-TV sports director.

GLORIA BEST, formerly with WCHS-TV Charleston, W. Va., in continuity department, to WCAW Charleston as women's director. Miss Best will also head WCAW commercial production department.

JIMMY DUNNE, air personality and producer-director from Washington, to KNAF Fredericksburg, Tex., as head of AP news department and special programming. **CURTIS SHORT,** formerly sales representative with Columbia and Decca Records, to KNAF as commercial manager.

PARKE BLANTON, continuity and production direc-

New TRIPLE PARLAY TO PROFITS FOR RADIO STATIONS with . . .

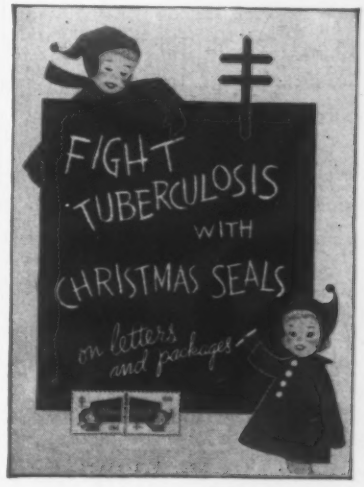
YOUR STATION CALL LETTERS APPEAR HERE
Newsette
TRANSISTOR
New fixed frequency shirt-pocket radio stamped with your call letters
1 Sells your unsold time
2 Builds a captive audience
3 Signs up hard-to-close advertisers
Set shown actual size

Proved the most potent promotional gimmick in years for radio stations from New York to Seattle. First test market station put out 8,500 sets last year—equal to $200,000 time sales on this plan—picked up its Pulse, too. How? You trade $100 worth of Newsette radios (5) for every $100 worth of time bought. You net $30 plus a time contract. Set no bigger than a king-size cigarette pack, weighs only 7½ oz. Improved triple-power RCA-transistor superheterodyne circuit with printed chassis. Long-life 9-volt battery. Feather-weight ear-speaker exclusively for personal reception. All top-quality guaranteed components.

BE FIRST IN YOUR AREA!

Write, wire, or phone for details. Or send $15.00 check for sample set. Same price applies for use by station personnel who carry Newsette to monitor programs on-the-run.

NEWSETTE MFG. CO. *Dept. B, 783 E. McMillan St., Cincinnati 6, O.*



PEOPLE CONTINUED

tor of WBNS Columbus, Ohio, named program director.

BARTON FELLOWES, formerly with WITH Baltimore, to WMCA New York as account executive. **JOAN HEVERIN,** formerly with CBS Radio Spot Sales and Avery-Knodel Inc., to WMCA sales-promotion manager. **BONNIE BANTLE,** formerly of L. H. Hartman Co., named secretary to general manager.

RAY T. MILLER, president of Cleveland Broadcasting Inc. (WERE Cleveland), elected to 4-year term as Ohio state senator.

RAY MOTLEY, assistant general manager and commercial manager of Ft. Hamilton Broadcasting Co. (WMOH-AM-FM Hamilton, Ohio), elected to Ohio general assembly.

JOSEPH S. SINCLAIR, WJAR-TV Providence, R. I., station manager, has been elected to School Committee of Warwieh, R. I. **WALTER H. COVELL,** WJAR-TV assistant program manager, elected to Town Council of Barrington, R. I.

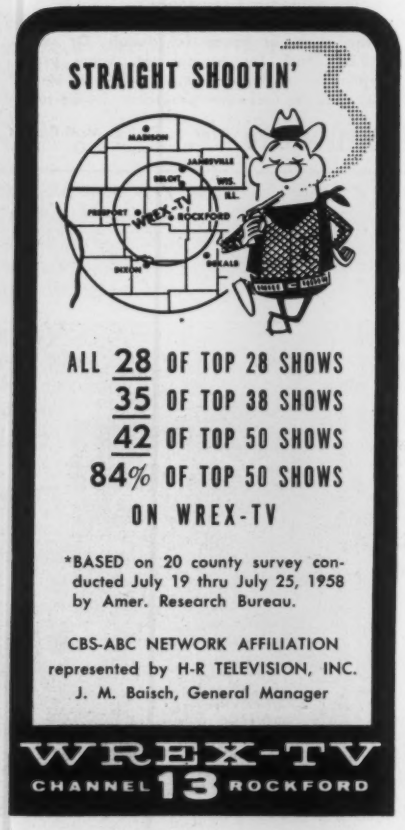
RICHARD S. CARTER, president-general manager, WAMM Flint, Mich., died Nov. 6 following heart attack.

HERBERT GLEITZ, board chairman of Cleveland Broadcasting Inc. (WERE Cleveland) died Nov. 7 in New York hospital following heart attack.

HARRY LeVAN, 63, known as Carny C. Carny, television clown over WCAU-TV Philadelphia, died Nov. 11 in U. of Pennsylvania Hospital following heart attack.

REPRESENTATIVES

NORMAN F. FLYNN, formerly with Radio Advertising Bureau account staff, has joined Broadcast Time Sales, N. Y., radio station representative, as account executive.



PROGRAM SERVICES

MR. MORTON

JOSEPH MORTON, formerly administrative assistant to v.p. in charge of sales for Wilding Picture Productions Inc., Chicago, named general manager of Wilding-Tv, newly-formed tv commercials subsidiary with headquarters in Chicago. **MIKE STEHNEY,** formerly executive v.p. and general manager of Chicago studio of Kling Films Div., to Wilding-Tv as executive tv producer. **CARL NELSON,** formerly editorial supervisor of Chicago studio of Kling, to Wilding-Tv in similar capacity.

DAVE BERNIE, formerly general manager of Famous Music Co.'s west coast office and Joy Co., named general manager of Bel Canto Music Co., Hollywood publishing organization headed by Liberace.

EARL E. FOWLER, formerly general sales manager of Don Allan Mid-Town Chevrolet, N. Y., appointed managing director of Sales Promotion Services Inc., subsidiary of Community Club Services Inc. Subsidiary was recently formed to handle distribution of "sweepstakes" in in-store supermarket promotion.

PROFESSIONAL SERVICES

JAMES COPE, formerly Chrysler Corp. v.p., elected president of Selvage & Lee, public relations, N. Y. **JAMES P. SELVAGE,** founder of organization in 1938, to chairman of board.

GERALD M. GOLDBERG, account executive with Brandt Public Relations, N. Y., which specializes in broadcast accounts, appointed v. p.

MANUFACTURING

JOSEPH P. GORDON, with DuMont Labs Inc., Clifton, N. J., since 1950, appointed general manager of tube operations. Mr. Gordon had been acting manager for past few months.

NORTON SPITZER, formerly with Admiral Distributors, Chicago Div., appointed advertising and sales promotion manager of RCA Victor Distributing Corp., that city.

JOHN R. HOWLAND, formerly general sales manager, Dage Television Div., Thompson Products Inc., Cleveland, appointed sales manager-closed circuit television and product control equipment for Philco Corp's Government & Industrial Div., Philadelphia.

W. G. FEE, manager of outside construction sales, Graybar Electric Co., N. Y., to manager of newly-reorganized Lexington, Ky., branch office. Other appointments: **W. J. HEWITT,** supervisor at Lexington, to operating manager there; **F. C. SWEENEY,** manager of Graybar's Queens Plaza, N. Y., district headquarters, to district sales manager, eastern district **H. V. BELL,** district financial manager, Minneapolis, transferred to Detroit in same capacity.

WILLIAM OTTO SCHONING, 59, pioneer electronics equipment distributor, and former treasurer of National Radio Products Distributors Assn., died Nov. 3 in Fort Myers, Fla.

TRADE ASSNS.

IRV KUPCINET, *Chicago Sun-Times* columnist; **FRANK ATLASS,** program director at WBBM-TV, that city, and **NED WILLIAMS,** Chicago Unlimited, elected to represent Chicago chapter on national board of Academy of Television Arts & Sciences. Messrs. Kupcinet, Atlass and Williams are president, first v.p. and secretary, respectively, of Chicago ATAS.

GOVERNMENT

ROGER G. KENNEDY, formerly in NBC radio and tv news and public affairs programming and sales, appointed director of Labor Dept.'s office of information, effective Dec. 15. Since 1957 he has been executive director of Dallas (Tex.) Council on World Affairs.

PROGRAMS & PROMOTIONS

WOWO Sets Up History Award

High schools in Indiana have been invited to participate in a project designed by WOWO Fort Wayne to promote the study of history. Carl W. Vandagrift, WOWO station manager, announced the establishment of the WOWO Heritage Award to honor the student who has made the greatest effort to increase his or her knowledge of history during the regular school term. Each school will select its best qualified representative, who then must submit to WOWO an essay of not more than 150 words on what he or she personally gained from the classwork. The winning student will receive a trophy and an all-expense paid tour of historical places, and will be accompanied by the winner's history teacher. The teacher in each entering school will receive a certificate of merit to be presented during the school's annual "Recognition Day."

WABC Gives Clues in Times Sq.

WABC New York, in connection with its "Mystery Personality" contest, has installed an electric sign at 47th St. and Broadway, on which a daily "bonus" clue will be given through use of running letters. Clues are also given throughout the program day on the air. The Times Square sign will read: "Today's bonus clue in the WABC Mystery Personality Contest is. . . ." Grand prize winner, besides receiving a trip to Rio de Janeiro, will have his name "in lights" on the Broadway sign.

Listeners Respond to WEEP

WEEP Pittsburgh reports that 13,000 listeners responded to the station's "All Day Giveaway" promotion. For a 10-day period WEEP listeners were told that the station would, on a certain day, give away all the records played on the station, one record per listener in an all day drawing.

Farm Youths Compete at KCMO

In a calf contest open to 4-H and Future Farmers of America members in Kansas and Missouri, KCMO Kansas City will award contestants whose beef calves show the most efficient and fastest rate of gain. Entrants have until Jan. 1 to enter their calf projects through local county extension

HOLIDAYS IN TULSA

To promote international understanding, KTUL Tulsa, Okla., has extended an invitation to a Russian family to spend the Christmas and New Year holidays in Tulsa as guests of KTUL.

"This is a sincere gesture of goodwill, designed to promote deeper understanding between the peoples of the United States and Russia," said James H. Schoonover, KTUL general manager. "The invitation was tendered by telephone [Nov. 7] . . . through the director of Moscow Radio, and it was requested that the Soviet station select the family. KTUL will make arrangements for air travel, accommodations and incidentals. I feel there is no better way to express our desires for world peace than through having a Russian family with us during our most joyous seasons."

agents or vocational agriculture instructors. Prizes of $250, $150 and $100 in college scholarships, or a cash award to be applied towards their farming program, will be made on the basis of a 240-day feeding period. The KCMO Calf Contest is offered as a means to help young beef producers learn more about productive feeding factors.

WTOP Books Two for Paris Trip

Between Nov. 3 and Dec. 20 listeners to Eddie Gallaher's two daily shows on WTOP Washington will hear clues in a contest which will award an all-expense paid trip for two persons to enjoy New Year's Eve in Paris. To compete for the trip, entrants must estimate the total amount of money which will be contributed this year in the station's annual Christmas season Dollars for Orphans campaign. Earliest postmarks on the post card entries will decide the winner in the event of a tie. The winning entry will be announced Dec. 22. The winner and his or her guest will fly to Paris via British Overseas Airways from New York on Dec. 28 and will return on Jan. 3.

KGO-TV Airs Show From Park

More than 4,000 youngsters answered the call of "Miss Nancy," hostess of KGO-TV San Francisco's *Romper Room*, to attend the first annual "Romper Room Day" Nov. 1 in Oakland's Fairyland Park. Free tickets for the outdoor event were obtainable at J. J. Newberry stores, sponsor of the weekday morning show. The day's activities included puppet shows, park rides, free gifts and a live telecast of *Romper Room*.

KAKC Stars in Halftime Show

Extra points were scored by KAKC Tulsa, Okla., during halftime ceremonies at a recent U. of Tulsa football game. Before the game started KAKC's "Big 7" disc jockeys handed a lollipop to every fan. At halftime a high fidelity record player and record albums were awarded. Winners were announced after the university band played the popular song, "Lollipop," while the d.j.'s held up cards spelling out KAKC and Tulsa U.

KENT Covers Movie-Making

Film actors William Holden and John Wayne, stars of the Mahin-Rackin Production of "The Horse Soldiers" now on-location in Louisiana, have been featured in special coverage by KENT Shreveport. KENT was on hand to air welcoming ceremonies during which keys to the city were presented to the new picture's stars. KENT has scheduled a five-week series of on-location broadcasts. "The Horse Soldiers," directed by John Ford, depicts a raid by Union cavalry 600 miles through Confederate territory.

WIBG Extends Bulletin Service

Organizations having something to buy or sell, or wanting to publicize their meeting dates, have a new advertising source in the Greater Philadelphia area. More than 500 community bulletin boards are being installed in grocery stores and supermarkets in a public service project sponsored jointly by WIBG Philadelphia and Seiler's Meat Products Inc. The free service is an outgrowth of WIBG's *Bulletin Board* program, also sponsored by Seiler's, which covers community meetings and events of clubs, churches and civic groups. All food stores in the area are eligible to participate, WIBG announced.

ETV Center Offers Art Series

Art and Artists: Great Britain, a National Educational Television series of eight films, will be presented by U. S. educational tv stations in the coming months. Produced by BBC-TV in cooperation with the Educational Television and Radio Center, Ann Arbor, Mich., the series is offered exclusively in the U. S. by the Center. Some of the programs have been awarded certificates of merit at Edinburgh, Venice and Cannes Film Festivals, it was reported.

Jaycees Raise Funds at KBCS

The Jr. Chamber of Commerce of Grand Prairie, Tex., has celebrated its second annual Jaycee Radio Day on KBCS, that city. Club members sold advertisements and carried out all announcing duties in return for a share of the day's proceeds, which will be used in the organization's non-profit projects.

WDSU-TV Spotlights Heart Job

A telecast of a heart operation from New Orleans' Charity Hospital has been shown over ch. 6 WDSU-TV in that city, reports the station. The program, in black and white, was viewed by 6,000 physicians attending the Southern Medical Assn. meetings which had begun the previous week. Surgeons and physicians explained to viewers the various procedures involved during the operation.

WWJ-TV Adds Oriental Flavor

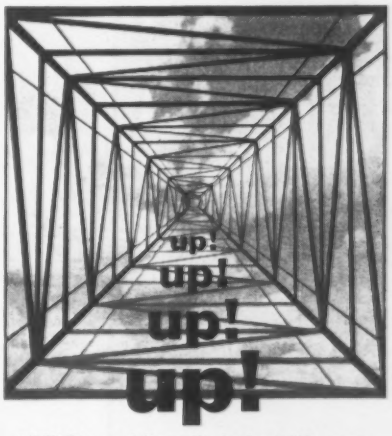
Promotion cards filled with Chinese characters were used by WWJ-TV Detroit to announce an hour-long remote telecast from a Chinese restaurant, Victor Lim's, which was celebrating its eighth anniversary. The cards were translated by an announcer. The Nov. 2 telecast featured the preparation of Chinese foods, music and dancing. Detroit civic and business leaders as well as WWJ-AM-TV personalities were in attendance.

Check Artists Foiled by KOIL

Bad check artists beware! Don't operate in the Omaha area! That is if you want to continue to ply your nefarious trade in freedom. KOIL Omaha broadcasts the names of rubber check writers as well as other allied information regarding worthless checks for the benefit of local businessmen, every weekday in the morning and afternoon. KOIL notes that phony checks cause merchants to be "bilked out of millions of dollars" and considers its *Check Alert* a "vital public service."

WGAR to Air Concerts for CBS

CBS Radio, for the second successive year, will broadcast a 20-week series of concerts of the Cleveland Orchestra on Sundays 1:05-2 p.m., starting Dec. 28. The broadcasts are originating from WGAR Cleveland, which is offering the series in cooperation with the board of directors of the Cleveland Orchestra. The Peoples Broadcasting Corp., owner of WGAR, is donating $10,000 to the Music Arts Assn. to help make the broadcasts possible.



WNEP-TV now delivers the best possible coverage of the prosperous Scranton-Wilkes-Barre trading area at the lowest cost-per-thousand. In North Eastern Pennsylvania's 21-county area, WNEP-TV now hits a total of 336,157 TV homes (plus about 65,000 more reached by two satellites)...blanketing a booming industrial center with annual retail sales of over $2 billion. Add ABC-TV's top-rated shows...fine new local programming from studios in both Scranton and Wilkes-Barre...and WNEP-TV makes the "prettiest picture" for advertiser and viewer!

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Symbol of Service

Station Authorizations, Applications

As Compiled by BROADCASTING

Nov. 6 through Nov. 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Harrisburg, Ill.—Turner-Farrar Assn.—Granted ch. 3; ERP 100 kw vis., 50 kw. aur.; ant. height 880 ft. P.O. address % O. L. Turner, 21-23 W. Poplar St., Harrisburg. Announced Nov. 12.

Pittsburgh, Pa.—Metropolitan Pittsburgh Television Station—Granted ch. 16* (482-488 mc); ERP 138 kw vis., 69.2 kw aur.; ant. height 710 ft. Estimated construction cost $149,520, first year operating cost $40,000. P.O. address 4337 Fifth Ave., Pittsburgh. Studio location Pittsburgh. Trans. location Allegheny County. Geographic coordinates 40° 26′ 46″ N. Lat., 79° 57′ 51″ W. Long. Trans.-ant. RCA. Legal counsel Fischer, Willis & Panser, Washington, D. C. Station will be operated as educational in conjunction with **WQED (TV) Pittsburgh**, owned by Metropolitan Pittsburgh. Announced Nov. 12.

Translators

Headwaters Television Translator Corp. (% Emmet R. O'Meara, Box 83), **Bemidji, Minn.**—Granted cps for 6 new tv translater stations to serve Bemidji (ch. 72 and 75), Deer River (ch. 70 and 74), and Cass Lake (ch. 78 and 82) by translating programs of KDAL-TV (ch. 3), Duluth, Minn., and WDSM-TV (ch. 6), Superior, Wis. Announced Nov. 12.

New Am Stations

ACTIONS BY FCC

Williamsburg, Ky.—Whitley County Bcstg. Co.—Granted 1440 kc, 500 w D. P.O. address H. T. Parrott, Campbellsville, Ky. Estimated construction cost $14,600, first year operating cost $27,375, revenue $40,150. Owners are **H. T. Parrott, R. D Ingram, J. W. Pickett** and **John H. Reynolds** (25% each); Mr. Parrott owns 8.8% of **WLOC** and 1.6% of **WTCO**, both **Campbellsville, Ky.** Mr. Ingram owns 5.3% of WLOC and 7% of WTCO. Mr. Pickett is general manager, **South Central Ky. Bcstg. Corp.** Mr. Reynolds is florist. Announced Nov. 12.

Ellsworth, Me.—Coastal Bcstg. Co.—Granted 1350 kc, 1 kw D. P.O. address Donald E. Knowles, 20 Harthorn Ave., Bangor, Me. Estimated construction cost $13,575, first year operating cost $40,000, revenue $45,000. Owners are **Milton C. Chapman, Donald E. Knowles** and **Nicholas P. Brountas** (each one-third). Mr. Chapman is handling personal investments; Mr. Knowles is sales manager of **WABI-AM-TV Bangor, Me.**; Mr. Brountas is attorney. Announced Nov. 12.

Kanab, Utah—Harold J. Arnoldus—Granted 1240 kc, 250 w unl. P.O. address 40 East 100 North, St. George, Utah. Estimated construction cost $15,844, first year operating cost $25,000, revenue $30,000. **Mr. Arnoldus**, sole owner, is in loan business. Announced Nov. 12.

APPLICATIONS

Tucson, Ariz.—Grabet Inc. Radio Enterprises, 940 kc, 250 w unl. P.O. address Box 933, Beverly Hills, Calif. Equal partners are **Richard Grand**, attorney, and **Betty Ann Pettit**, sec.-treas., KINK Phoenix, Ariz. Announced Nov. 12.

Thomaston, Ga.—Thomaston Radio, 1590 kc, 500 w D. P.O. address % **Mike McDougald**, WCHK Radio, Canton, Ga. Estimated construction cost $16,605, first year operating cost $50,000, revenue $75,000. Equal partners are Mr. McDougald and **Robert D. Peterson**, each owner of 20% of WCKK. Announced Nov. 12.

Evanston, Ill.—Skokie Valley Bcstg. Co., 1550 kc, 1 kw D. P.O. address 11516 Oxnard St., North Hollywood, Calif. Estimated construction cost $17,950, first year operating cost $52,000, revenue $72,000. Ownership: **Gordon A. Rogers** (80%), owner of **KBLA Burbank, Calif.**, and **John Pave** (20%), student. Announced Nov. 6.

Granite City, Ill.—East Side Bcstg. Co., 920 kc, 500 w D. P.O. address 1939 Delmar Ave., Granite City. Estimated construction cost $60,565, first year operating cost $110,000, revenue $100,000. Applicant is owned 97.8% by **Quad City Publishing Co.**, publisher of *Granite City Press Record*. Announced Nov. 12.

Lansing, Mich.—Herbert T. Graham, 1010 kc, 500 w D. P.O. address Box 965, 4215 Glenwood Ave., Lansing. Estimated construction cost $37,530, first year operating cost $62,900, revenue $84,240. Mr. Graham, sole owner, is contractor. Announced Nov. 10.

Winchester Va.—Frederick County Bcstrs., 1480 kc, 1 kw D. P.O. address % Station WPAQ, Mt. Airy, N. C. Estimated construction cost $24,060, first year operating cost $36,000, revenue $42,000. Applicants are **Mr. and Mrs. Ralph D. Epperson**. Mr. Epperson owns WPAQ. Announced Nov. 12.

Existing Am Stations

ACTIONS BY FCC

(Announced Nov. 12)

KAHI Auburn, Calif.—Granted increase of power on 950 kc from 500 w, DA-D, to 1 kw, DA-D; engineering conditions.

KYNO Fresno, Calif.—Designated for hearing application to increase daytime power on 1300 kc (now 1 kw, DA-2, U) to 5 kw with non-directional antenna during daytime hours and present directional array at night; made **KFRE** and KMAK, Fresno, parties to proceeding.

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WEST TEXAS FULLTIME NETWORK

$158,000

Semi-major market, regional power, growth market. Some terms.

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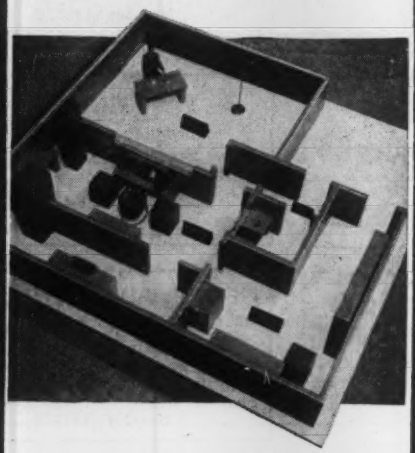

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FOR THE RECORD CONTINUED

KXLA Pasadena, Calif. — Granted increased daytime power on 1110 kc from 10 kw to 50 kw; engineering conditions; no change in 10 kw nighttime operation.

KGMS Sacramento, Calif.—Granted modification of daytime pattern with engineering conditions; operates on 1380 kc, 1 kw, U, DA-2.

KCOY Santa Maria, Calif.—Granted increase of power on 1400 kc from 250 w, U, to 1 kw, DA-N, U; engineering conditions.

KCHA Charles City, Iowa—Granted increased power on 1580 kc from 250 to 500 w, continued daytime operation; remote control permitted.

WADP Kane, Pa.—Granted increase of power from 500 w to 1 kw, continuing operation on 960 kc, D; remote control permitted.

WRKH Rockwood, Tenn.—Granted increase of power from 500 w to 1 kw, continuing operation on 580 kc, D; remote control permitted.

KFRD Rosenberg, Tex.—Granted mod. of license to change station location to **Rosenberg-Richmond.**

WCFR Fairfax, Va.—Granted nighttime operation on 1310 kc with 500 w, DA-N; engineering conditions; no change in 1 kw daytime operation.

APPLICATIONS

WMMS Bath, Me.—Cp to increase power from 500 w to 1 kw.

WAMD Aberdeen, Md.—Cp to change hours of operation to unlimited using power of 500 w; install directional ant. night and day (DA-2).

WCEM Cambridge, Md.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBEC Whitehall, Mich.—Modification of cp to increase daytime power from 250 w to 1 kw and install new trans.

KHOB Hobbs, N. M.—Cp to change frequency from 1280 kc to 1390 kc increase power from 1 kw to 5 kw; change ant.-trans. location; operate trans. by remote control from studio location; changes in ant. (dec. hgt.); changes in ground system and install new trans.

WALL Middletown, N. Y.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment.

KTMC McAlester, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Annapolis, Md. — Annapolis Bcstg. Corp. — Granted 107.9 mc, 4.04 kw unl. P.O. address Box 749, 25 School St., Annapolis. Estimated construction cost $11,670, first year operating cost $5,000, revenue $5,000. Applicant is also licensee of **WANN Annapolis.** Announced Nov. 12.

Waxahachie, Tex.—Richard Tuck Enterprises —Granted 93.5 mc, 350 w. P.O. address Box 731, Waxahachie. Estimated construction cost $2,685, first year operating lost $2,400, revenue $3,600. Applicant is owner of **KBEC Waxahachie.** Announced Nov. 12.

Madison, Wis.—Badger Bcstg. Co.—Granted 101.5 mc, 45 kw. P.O. address 3800 Regent St., Madison. First year operating cost $10,800. Applicant is licensee of **WIBA Madison.** Announced Nov. 12.

APPLICATIONS

Columbus, Ohio—Radio Columbus Inc., 95.5 mc, 26.24 kw. P.O. address % Radio Cincinnati Inc., 800 Broadway, Cincinnati. Estimated construction cost $16,550, first year operating cost $5,000. Applicant is licensee of **WTVN Columbus.** Announced Nov. 12.

Fort Worth, Tex.—Tarrant Bcstg. Co., 97.1 mc, 21.8 kw. P.O. address 4801 W. Freeway, Ft. Worth. Estimated construction cost $28,575, first year operating cost $1,200. Applicant is licensee of **KFJZ Fort Worth.** Announced Nov. 10.

Ownership Changes

ACTIONS BY FCC

(Announced Nov. 12)

WHEP Foley, Ala.—Granted assignment of license to **Southwest Alabama Bcstg. Co.** (WBCA Bay Minette, Ala.); consideration $45,000.

KBAB El Cajon, Calif.—Granted transfer of control from **University Motors, Snowflake Baking Co., Kinrok Co.** and **A. W. Carey** to **Dandy Bcstg. Co.** (WPEO Peoria, Ill., and KQEO Albuquerque, N. M.); consideration $204,000.

KWBR Oakland, Calif.—Granted assignment of licenses to **E. N. Warner** and **First Western Bank and Trust Co.,** as trustee to settle estate.

WAIN Columbia, Ky.—Granted transfer of control from **S. C. Bybee** to **Lindsey Wilson College**; latter to pay $22,000 for remaining 50.7% interest.

WADA Shelby, N. C.—Granted assignment of license from **Eugene Slatkin** and **Boyce J. Hanna** to **Cleveland County Bcstg. Co.** Mr. Hanna 66⅔%, **Harold J. Noles** 33⅓%, and **Martha Bookout Hanna**; consideration $5,000 and stock arrangement.

WABY Albany, N. Y.—Granted relinquishment of control by **David A. Kyle** through sale of 25.8% of stock to **Edward L. Trudeau** and **Toni Brady** for $30,000.

WIRY Plattsburg, N. Y.—Granted transfer of control from **Joel H. Scheier** to **WIRY Inc.** (**Charles B. Britt,** president, has interest in WLOS-AM-FM-TV Asheville, N. C.); consideration $175,000 and employment of transferor for five years for total sum of $25,000.

WDLA Walton, N. Y.—Granted relinquishment of negative control by **E. O.** and **Salenda C. Bush** through sale of 32.8% of stock to **Michael J. Cuneen,** general manager; no monetary consideration.

KFTV Paris, Tex.—Granted acquisition of control by **James F.** and **Dorothy Hendrix** through sale of 51.2% of stock by **D. W.** and **Leeta Brawner** for $30,000 to give Hendrix couple full ownership.

KPLT Paris, Tex.—Granted assignment of license to **Ron Litteral** of **Paris Inc.** (KGKB Tyler, Tex.); consideration $83,433.

APPLICATIONS

WICC-AM-TV Bridgeport, Conn.—Seeks acquisition of positive control of licensee (**Bridgeport Bcstg. Co.**) by **Philip Merryman,** individually, through purchase of stock from estate of **G. Gresham Griggs** for $42,000. Mr. Merryman increases ownership from 43.35% to 53.35%. Announced Nov. 10.

WMFJ Daytona Beach, Fla.—Seeks acquisition of negative control of licensee (**WMFJ Inc.**) by **Jack Siegel,** who increases his ownership from 25% to 50% through purchase of stock from **Dale S. Phares** for $2,000. Announced Nov. 12.

KWEB Rochester, Minn.—Seeks assignment of license from **Rochester Music City Inc.** to **Olmstead County Bcstg. Co.** for $75,000. Buyer is composed of six stockholders, all with under 20%. They also have interests in **WECL Eau Claire, Wis., KBIZ Ottumwa, Iowa, KDAL-AM-TV Duluth, Minn.,** and **WQUA Moline** and **WQUB Galesburg,** both **Illinois.** Announced Nov. 12.

WFVG Fuquay Springs, N. C.—Seeks assignment of license from **J. M. Stephenson** tr/as

Continued on page 110

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Inland Muzak franchise needs top industrial salesman. If successful, a very nice salary and equity can be yours. Box 695G, BROADCASTING.

Thirty-forty year old salesman to sell and service television accounts in liberal Kansas. Preference given to stable, civic minded family man. Good salary and commission plan. Also need experienced announcer. Contact Wendell Elliott, Dodge City, at phone Hunter 3-6666.

Salesman—Sideline Deal—Make $30 to $45 a sale selling "Hollywood Produced" singing commercials to local merchants. Work through radio-tv stations. Traveling salesman only. Write Tel National, Inc., 5880 Hollywood Blvd., Hollywood 28, Calif.

Announcers

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history, to Box 354G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employes know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary requirements and resume in first reply. Immediate opening. Box 373G, BROADCASTING.

Top dj-announcer for fast growing station, must have experience and capable in planning a well balanced music program. Top salary to right man. Box 471G, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 564G, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 565G, BROADCASTING.

Pleasant voice announcer with first phone for kw daytimer in small east Texas market. Send tape and salary requirements. Box 631G, BROADCASTING.

Announcer-personable board man who wishes to get into tv via booth work. South. Box 658G, BROADCASTING.

Wanted: Announcer with first class—for southern independent. Start $4160.00 year. Increase in 3 months. News gathering and newscasting important. Engineering minimum. If interested in long term proposition—contact. If you think you're about the best and find yourself the most important part of any operation you've associated with—don't contact. We want a sincere, down to earth man who wants solid security for his family. Box 707G, BROADCASTING.

Texas "news" station needs man skilled in local news gathering. Small market man preferred. Rush resume and tape to Box 711G, BROADCASTING.

Texas music station needs deejay with first ticket. If you have that lost art of having something to say, rush tape and resume to Box 712G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

KBUD, Athens, Texas seeking experienced announcer. Salary $325.00 month.

There's golden opportunity at KJAX—the happiest new station in the Golden State. Stake your claim with this brand spanking new 5 kw operation in Santa Rosa, the garden spot of California. If you're a bright, cheerful air salesman who can sell, sell, sell with a smile popular music programmed by the modern radio formula here's your chance to come to California and live like a millionaire while making your first million. First phone required. Send audition tape and complete details to Joseph Gamble, KJAX, Hotel Santa Rosa, Santa Rosa, California.

Need immediately staff announcer, adult deejay for night trick at KWKH, Shreveport, La. 40 hour week, good company insurance plan. Good salary and wonderful climate. Send tape, recent photo and complete background to Frank Page, KWKH, Shreveport, Louisiana.

A morning announcer. Apply station WAMD, Aberdeen, Md.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

Virginia kilowatt daytimer wants experienced staff announcer for all-around station work, primarily news and music shows. Some selling possible. Should have car but not imperative. No hot shots need apply. Present man headed for draft. Will consider radio school graduate who likes small town. John D. Wilson, manager, Radio Station WFLO, Farmville, Virginia.

New Jersey, Newsman-announcer. Experienced. WHTG, Asbury Park.

Salesman-announcer immediately. Proven sales record, strong pop dj. Send tape, particulars. WHYS, Ocala, Florida.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

A good announcer who is interested in sales work. Good job with many benefits. Please complete information and background to WVOP, Vidalia, Georgia.

Reached your potential as an announcer? We can train you to earn more in radio time sales in one of our 8 radio-television stations. Excellent opportunities for advancement to management. Send resume and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Technical

Experienced am, fm engineer, very light announcing. If you know your business and are reliable, you start at $450 a month at this southern Illinois station. Mail complete resume to Box 576G, BROADCASTING.

Chief engineer. Heavy on maintenance, with announcing ability preferred. Central Alabama 1 kw considering fm. Furnish resume and salary requirement. Box 638G, BROADCASTING.

Immediate opening, experienced 1st class engineer for daytime independent. Permanent position, announcing, helpful. Box 692G, BROADCASTING.

Wanted: Experienced radio engineer, must be combo man and a good mechanic. Highest wages paid, must furnish reference. Cut or no notice. Write Box 705G, BROADCASTING.

Independent Connecticut daytime—combo man with 1st ticket for chief engineer position. Send resume, tape to Box 706G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Technical

Desire engineer 1st phone. Will accept combination engineer-announcer, or engineer salesman. Contact Bill Parker, KBIX, Muskogee, Oklahoma.

Chief engineer, 1000 watt independent announcing or sales experience. Rush tape, references, photo, KSIB, Creston, Iowa.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able to live and work well with others. Liberal time off. Send tape, reference, salary requirements to WMIT, Charlotte, N. C.

Engineer wanted immediately for WMPM, Smithfield, N. C. No announcing, no sales. Call John Townsend at 9-6651 in Durham, N. C.

Immediate opening for engineer-announcer at 5 kw educational-gospel station. Must be capable maintenance man. Must have strong religious background. Contact John Townsend, P. O. Box 248, Sutherland, Nebraska.

Production-Programming, Others

KBKC, modern radio for Kansas City, is searching for a news director. Adequate news background, authoritative, smooth delivery. Have good pay for the right man. Send tape, picture and information to Roy Stanley, KBKC, Mission, Kansas.

Top rated news minded station KFOR, Lincoln, Nebraska, needs man for news department. Send tape, photo and details, immediately.

RADIO

Situations Wanted

Station representative wishes full details of Washington beeper or news service. Please include cost breakdown, long term discounts and method of operation in presentation. E. C. Hulon, P.O. Box 679, Washington 4, D. C.

Jock Laurence and the voices in the news. Now featured by over half a hundred radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls a.m. and p.m. daily bring your listeners from your Washington newsroom, Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701 16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 677G, BROADCASTING.

Capable, experienced manager of small-market am or tv station willing to complicate your tax problems by producing more and more revenue. Pacific northwest. Write Box 681G, BROADCASTING.

Looking for profits? Successful manager, experienced in all phases, desires to lease station or manger with salary plus percentage. Excellent references. Box 682G, BROADCASTING.

Now managing small market music and news indie. Looking for larger market to manager or sales manage, up to 25,000. Now making $8,000 a year, want to make 12, will work for it. Can do everything, sports, engineering. College grad. (Journalism). Professional radio and tv school. Interested in am-tv situation. First phone. Box 684G, BROADCASTING.

Manager for small-medium small market southern station Sales manager with 13 years experience all phases operation, 31, college, family, civic-minded. Best references. Box 685G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Miracles ceased at Galilee but management specialist ups audience ratings, operating in black fast, in exchange for permanency, feeding family, gas tank, bank account. Box 697G, BROADCASTING.

Sales manager-general manager. 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 701G, BROADCASTING.

Available immediately—good combination man. First phone, twenty years as manager, chief and announcer powers up to ten kilowatts. Familiar network relations, national agencies and station routine. Excellent installation and maintenance. Investigating is believing! Family, sober, 42. Ask for tape or telephone call. $125 minimum. Box 703G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 522G, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Jack Davis: Anyone knowing the whereabouts of Jack Davis, negro r&b, dj, formerly worked Shreveport, Houston, St. Louis, Detroit—please write immediately. Box 434G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 519G, BROADCASTING.

Girl—dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 520G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 521G, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Desire permanency with swinging "Gung Ho" type radio and/or tv operation. Authoritative newscaster; good commercial man; adult dj knows good music. 3 years radio—year tv. Dependable, references family, veteran. Please be specific. Box 574G, BROADCASTING.

Sportscaster-staff. Basketball-baseball-football. College graduate. Play-by-play tape available. Box 614G, BROADCASTING.

Stop! Ten years experience in radio-tv record show. Like to work both—will consider either. Minimum $150.00 or salary-talent. Prefer midwest or south. Box 634G, BROADCASTING.

DJ seeking position with active, growing independent. Successful past; bright future. Box 657G, BROADCASTING.

Sports minded western stations attention: Explosive sportscaster, announcer, salesman, six years experience. Box 663G, BROADCASTING.

Announcer-dj. 2½ years experience. Dependable and ambitious. Available immediately. Box 665G, BROADCASTING.

Overstaffed! Due to streamlining of staff, somebody had to go. The man who is going may be the answer to your prayers for an announcer who is industrious, sincere, and, what is more important, completely dependable. He is not the world's greatest air personality, but he is a very good staff announcer. We hate to lose him. For details, write Box 666G, BROADCASTING.

Announcer, smooth, resonant voice. Strong news, run board. Southern California only. Six years in large market. Box 671G, BROADCASTING.

Announcer-dj; operate board. Strong, copy, sales, gimmicks. Cooperative, reliable. Box 678G, BROADCASTING.

Announcer-dj; experienced, suitable larger market. Music, news commercials, copy. Box 679G, BROADCASTING.

Top man with commercials, news (gather and deliver), good music; 1st ticket. Southeast; no top forties. Box 683G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

S-S-Stutter off air, not on. Top-notch, production minded, conscientious dj. Unlimited modern radio knowledge. Capable of being asset to any station. Pulse proven. Don't be bashful—try me! ! Hurry! Box 699G, BROADCASTING.

Announcer, 1st phone, college, married, 3 years experience, $100, permanent. Box 700G, BROADCASTING.

Top morning man, 27-year-old air personality. First phone, college, 2½ years experience, excellent credit and character references. Recent change in ownership and program policy force me out of major southern California slot. Have increased ratings 100% in recent morning slot in 7 months. Would like to work with aggressive, imaginative station somewhere in the west coast area, but will travel anywhere for the right salary. Box 708G, BROADCASTING.

Disc jockey-fm and college radio experience. Desires job with commercial am station. College graduate. 21 years old. Like playing top 40 and rock and roll. Box 709G, BROADCASTING.

No world beater, but will slave for you. Experienced, intelligent and versatile. College. Knows music. Good appearance. Trained for tv. Box 710G, BROADCASTING.

Young man wants to work. Travel anywhere at once. Runs own board, and will write or sell. Tape and resume on request. Jack DuLong, 7731 Forest Preserve Drive, Chicago 34, Illinois. Tuxedo 9-4091.

Sports announcers: Are you good enough for the big money of the big time? Get an objective appraisal from an experienced big leaguer—Ernie Harwell, voice of the Baltimore Orioles. Mail tape of your play-by-play with check of $20 to: Ernie Harwell, 12 Blithewood Road, Baltimore 10, Maryland.

Young dj promotion minded, wanting to connect with small station. Reply to Tom Johnson, 33 Sprague Rd., Scarsdale, New York.

Announcer dj, 1st ticket, no experience. Bill Lambert, 911 W. Poplar Avenue, Porterville, California.

Top flight personality available—can sell a product—can make 'em laugh—call collect, Rip Rogers Newtown 9-3678. Wire or write 54-08 Roosevelt Avenue, Sunnyside, Long Island, New York.

4 years experience, deep resonant voice, prefer late evening or all night show with better music station. Contact Bob Whitson, 4202 Elkins Ave., Nashville, Tenn. Phone CY 8-1459.

Technical

Experienced engineer-announcer. Maintenance. Box 687G, BROADCASTING.

Engineer, 1st phone. North central states. Transmitter experience. Top references. Box 691G, BROADCASTING.

Engineer-announcer-Spanish and English. Ten years presentation Spanish programs with large following, excellent maintenance, excellent Spanish, first class phone. Reply Box 693G, BROADCASTING.

Communications officer, Maritime service, desires broadcast or television position west or southwest. No announcing; first phone; 12 years electronics, including 1½ broadcasting; LaSalle Business graduate, accounting student. Alban Hatzell, Box 252, Phillipsburg, Kansas.

First phone, wants work in Michigan. Prefer no announcing. Louis Smith, MVS, R#3, Plainwell, Michigan.

Production-Programming, Others

Newsman-announcer. 5 years experience, desires to relocate. Prefer east. Now employed in Virginia. English journalism degree. Age 24. Draft-exempt. Tape, references, resume on request. Box 513G, BROADCASTING.

Program director twelve years. Offer dynamic community radio, special events, public affairs, features, creative commercial sell, listener loyalty. Top references. What do you offer? Box 651G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Top-notch research-promotion man (radio & tv) widely experienced all phases of radio-tv research, promotion and sales development. Emphasis on the hard to find answer to a tough competitive sales pitch. Network station representative, station presentations. Head time buyer for large advertiser. Resume and references available. Box 643G, BROADCASTING.

Copywriter, 10 years radio, versatile, strong on hard sell, desires radio or tv position. Box 664G, BROADCASTING.

Southern California only. Program director to set up operation to compete with top 40. Also pull air shift, good news and dj. Box 670G, BROADCASTING.

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Never topped on tv. #1 rated newscaster, 7 years big eastern market am-tv. Network exclusives, creative writer documentaries. College through masters—34, married, excellent voice, appearance, character. Power-boost for your station. Box 690G, BROADCASTING.

TELEVISION

Help Wanted

Sales

Account executive—for full-power vhf local and regional. South. Box 659G, BROADCASTING.

The number one station in a competitive three-station market desires a young, aggressive salesman. Some experience in broadcasting is essential. A sound station with sound policies, located in an excellent community to raise a family. This position offers security and a sound basis on which to build a future. Base salary plus commission. Please send a brief resume and a recent photograph. Replies held in confidence. Box 713G, BROADCASTING.

Announcers

Announcer who wants to learn directing. South full-power vhf. Box 660G, BROADCASTING.

Announcer—midwest television station. Television experience not necessary, but radio background is a must. Prefer man from Illinois, Indiana, Iowa, Missouri area. Young, willing to learn and grow with top rated, progressive station. Salary open, based on experience and ability. Send pictures and complete background, including available date to Box 668G, BROADCASTING.

TV staff announcer: good appearance and personality. Send pictures, tape, and details to Don Stone, KTIV, Sioux City, Iowa.

Technical

Assistant chief engineer for midwest operation. Excellent opportunity for good technical man who can accept responsibility. A chance for the right man to grow with a growing organization. Box 592G, BROADCASTING.

Engineer for transmitter control room. VHF. TV experience not necessary but preferred. South. Box 662G, BROADCASTING.

Wanted, north central California vhf needs transmitter maintenance engineer. RCA equipment. $135 plus weekly. Box 686G, BROADCASTING.

Maintenance supervisor: for tv station increasing power. Must have experience in installation of equipment and good maintenance man. Leadership needed to train inexperienced personnel. Opportunity to grow with growing station. Box 704G, BROADCASTING.

Immediate opening for experienced video engineer with progressive vhf station. Contact Chief Engineer, WJBF, Augusta, Ga.

Engineer with first phone. Write WSYE-TV, Box 314, Elmira, New York.

Production-Programming, Others

Young lady wanted, age 18 to 24, attractive, for television programs and office work, small eastern station, $60.00 plus talent per week. Must be free to travel. Send picture and data to Box 600G, BROADCASTING.

Director who can announce. Full power vhf. South. Box 661G, BROADCASTING.

TELEVISION

Situations Wanted

Management

TV—station or sales manager. Mature man with ten years in management of top market station. Ran sales office in New York, Chicago, etc. Created impressive revenue. Planned programming, bought films, etc. Now, advertising manager major market daily with desire to return to tv. Good radio background, too. Box 669G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

Announcers

Sports announcer—disc jockey-salesman, 9 years radio-tv. Married. Available immediately. Box 646G, BROADCASTING.

TV announcer. First phone, vet, news and commercials. Can do a real selling job for you. Know tv operations. Prefer mid or southwest. Box 674G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials, versatile. Box 676G, BROADCASTING.

Hard-hitting news editor can be your top personality. Audience builder. Powerful, authoritative style radio and television. Network and local news background. Family man. Radio and/or television. Box 688G, BROADCASTING.

Experienced announcer-director, presently employed, mature, quality type-booth, on camera, news, weather, commercials, program host. Married, veteran, theatrical background. Box 689G, BROADCASTING.

Fully experienced announcer-newscaster, Casualty. November 16th CBS O&O Hartford foldup, 30, journalism background, consistently highest ratings, top sponsors, strong voice, good appearance. Prefer news but will accept staff. Kindly write: Jack Borden, 10 Daniel Blvd., Bloomfield, Conn.

Technical

Engineer, 1st phone. North central states Transmitter experience. Top references. Box 691G, BROADCASTING.

1st phone engineer experienced in all phases of tv, am studio and film operations wishes to relocate permanently. Write M. S. Kaufman, WLW-T, Cincinnati, Ohio, or call Blackburn 1-5837 mornings.

Production-Programming, Others

Photographer: Well experienced and educated. For last two years have handled all news and commercial photography for midwest station. Excellent references. Will locate anywhere. Box 656G, BROADCASTING.

Production manager-director, presently employed directing bulk of live shows. Five years experience in all phases of commercial television productions. Creative, eager to learn more, capable, stable. College. Single. Desire to settle. Seeking more progressive station in southeast market, not necessarily major. Complete resume and references. Box 667G, BROADCASTING.

TV cameraman. First phone, college, vet. Also handle control room operations and film. Prefer mid- or southwest. Box 673G, BROADCASTING.

Need news editor? Have seven years tv experience newscasting, gathering, writing in million metropolitan market. SDX member. Box 696G, BROADCASTING.

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 675G, BROADCASTING.

Top tv program and production director, also excels in announcing. Five and half years tv. Age 34, single. Eleven years same station. Currently employed as program production director. Excellent references from present employer. Interested in Rocky Mountain, Southwest or West. Tape and photo available on request. Owen C. Moore, Jr., Box 670, Roswell, N. M.

FOR SALE

Stations

Will consider trading our interest in competitive market for smaller area. Box 605G, BROADCASTING.

Majority interest. Metropolitan, daytimer. Low down payment. Ideal for owner-manager. Box 606G, BROADCASTING.

FOR SALE—(Cont'd)

Stations

Carolina small market stations (4), prices ranging $25,500 to $75,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Southwest high profit single market daytimer. $75,000. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Upper south small market stations (2), $60,000 and $70,000; medium market stations (3), $45,000 to $190,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

What radio or tv do you want to buy? Let's talk turkey. Lee Hollingsworth, Lic. Bkr., IV 1-8482, 514 Hempstead Ave., West Hempstead, N. Y.

Oklahoma single daytimer. Making money. $55,000 29% balance ten years. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Northwest small and medium market stations (2), $150,000; $165,000; terms. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Equipment

Thirty McAlister double boards, two socket each socket rated 1000 watts with glass and silk diffusers and diffuser holders. Cost $85.00 new, will sell for $35.000 each. No stands. Also thirty-five double or single board hangers $5.00 each. Box 655G, BROADCASTING.

Make best offer new Schafer remote unit and standard library good condition. Box 694G, BROADCASTING.

Like new Schafer remote control system 400-R, including General Radio modulation monitor 1181-A. Everything you need. Original price $2900.00. Will sell fob Aberdeen $1750.00. Also two, almost new, Berlant series 30 tape recorders. KXRO, Aberdeen, Washington.

Magnecord 816 continous 8-hour tape player used only few weeks, also Magnecord 814, year old; both for $800 or sell separately. Background Music Company, 360 Clardell, Benton Harbor, Michigan.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Two RCA 70D turntables, one converted to 45 operations. Robert Tilton, Storz Stations, Omaha, Nebraska.

WANTED TO BUY

Stations

One of southwest's most capable managers wishes to buy all or majority of medium or small market am station. Box 599G, BROADCASTING.

Equipment

One secondhand fm frequency and modulation monitor. State condition and price. Box 632G, BROADCASTING.

Console wanted. Good quality important. Must be reasonable. KRPM, San Jose, California.

Used RCA 3 kw fm transmitter BTF3B or RCA fm exciter and power supply. State price and condition. Reply Good Neighbor Stations, 155 Front Street, Manchester, New Hampshire.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO STATIONS FOR SALE

NORTHWEST

Exclusive. Full time. Network. Absentee managed. Gross $65,000 year. Stock purchase. **$29,000 down.**

Full time. Exclusive. Gross around $34,000 year. **Only $10,000 down.**

Gross over $120,000 year. Earns between $30,000 and $35,000. Full time. Exclusive. **$58,000 down.**

ROCKY MOUNTAIN

Full time. Good growing market. Gross close to $70,000 first six months. Corporation purchase includes valuable land. **$50,000 down.**

Exclusive full time. Captive market. Gross $3,000 month. **Asking $40,000 with 29% down.**

MIDWEST

Daytimer in exclusive market. Grosses $5,000 month. Can do considerable more. Absentee owned. **$75,000 with 29% down.**

Having management trouble. Exclusive daytimer. **$45,000 with $15,000 down.**

SOUTHWEST

Number one daytimer in one of the bigger and fastest growing markets. **Will take $100,000 down.** Excellent dial position.

Full time. Good and fast growing market. Gross over $175,000 a year. **Takes $100,000 down.**

Exclusive in a growing town of 8,000. Daytimer. **Asking $100,000 with 29% down.**

Small exclusive market. Daytimer. **Asking $35,000 with $10,000 down.**

CALIFORNIA

Exclusive. Daytimer. Well established. Studio and transmitter together. Growing part of state. **$20,000 down.**

We have several FM stations in the greater Los Angeles area which can be bought at a fair price.

SOUTH

Daytimer in competitive market. Gross close to $3,700 a month. Non radiooperator owned. **$65,000 asking but will negotiate.**

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

TELEVISION

Help Wanted

Announcers

TV & RADIO ANNOUNCER

to do top grade commercial radio-TV air work in market of over 550,000 sets. TV experience preferred, but will consider TV potential if no experience. Send tape, photo, qualifications data to Program Manager, WAVE-TV, 334 E. Broadway, Louisville 2, Kentucky.

RADIO

Situations Wanted

Management

BROADCAST EXECUTIVE

Extremely able and capable broadcasting executive with 18 years experience in Radio and Television available due to station sale.

Experience includes *Sales, Sales Manager* and *General Manager* in medium and metropolitan markets. Now living in midwest but willing to relocate. Top references, 42, married, college graduate, seeking permanent position with station or group of stations. Willing to invest if desired. All replies confidential. Resume available.

Box 680G, BROADCASTING

WANTED TO BUY

Stations

Eminently successful radio staff including management, sales, top DJs interested in purchasing or investing in radio station. Proven record in major competitive market. No brokers please.

All replies strictly confidential.

Box 702G, BROADCASTING

FOR SALE

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅜", 51.5 ohms., Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

EMPLOYMENT SERVICE

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

OVER ONE HUNDRED POSITIONS TO BE FILLED IN THE DYNAMIC NEW SOUTHEAST! !
RADIO—TV—ADVERTISING
Write—Wire—Phone JA 5-4841
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
IMMEDIATE REPLY REQUESTED

FOR THE RECORD

Continued from page 106

Radio Station WFVG to **James F. Flanagan** (45%), **Gale P. Lewis** (45%) and **Dr. Robert G. Currin** (10%), for $42,000. Mr. Flanagan is manager, WOXF Oxford, N. C.; Mr. Lewis is engineer, WTVD (TV) Durham, N. C., and Dr. Currin is pediatrician. Announced Nov. 12.

KWRW Guthrie, Okla.—Seeks assignment of license from **Weldon Sledge** to **Farrell M.** and **Norma Sue Brooks** for $46,000. Mr. and Mrs. Brooks were with Hill County Music Co. Announced Nov. 6.

KFLY Corvallis, Ore.—Seeks acquisition of positive control of licensee (**Mid-Land Bcstg. Co.**) by **David E. Hoss** (president-50% owner) through purchasee of 2% from **Leander Quiring** for $500. KFLY employes **Leon C. Boner** and **Douglas Whipple** are each buying 24% from Mr. Quiring for $12,500 each. Announced Nov. 12.

KSIJ Gladwater, Tex.—Seeks assignment of license from **Helen** and **C. A. Lee**, executors of estate of **T. W. Lee**, deceased, to **Frank O. Myers**, tr/as **Gregg County Bcstg. Co.**, for $60,000. Mr. Myers also owns 7½% of **KAMD Camden, Ark.** Announced Nov. 6.

KBCS Grand Prairie, Tex.—Seeks transfer of control of licensee (**Three Cities Radio Inc.**) from **Earl N. Bodine** to **C. R. Sargent Sr.** Mr. Sargent is purchasing 35% from Mr. Bodine for $42,000, thus increasing his ownership to 50.25%. Mr. Bodine retains 25%. Announced Nov. 6.

KSEL Lubbock, Tex.—Seeks assignment of license and cp from **Lubbock Bcstg. Co.** to **Lubbock Bcstrs. Ltd.** for $185,250. Buyers are **David R. Worley** (50%), owner of **KLEA Lovington, N. M.**, oilman **George H. W. Bush** (30%), and others. Announced Nov. 6.

WIVI Christiansted, V. I.—Seeks transfer of control of licensee (**Radio American West Indies Inc.**) from **Hazel M. Higdon** (present 55% owner) to Mrs. Higdon (36.7%). **Mr.** and **Mrs. F. K. Foster** (31.6%) and **Raymond E. Higdon** (31.6%) through issuance of new stock. Announced Nov. 12.

KLUK Evanston, Wyo.—Seeks assignment of license from **BBH Enterprises Inc.** to **Francke McDole Enterprises Inc.** for $25,500. Purchasers are equal partners **Walter Francke**, physician, and **Robert H. McDole**, former employe, KPRK Livingston, Mont. Announced Nov. 10.

Hearing Cases

FINAL DECISIONS

By decision, Commission denied application of **Huntington-Montauk Bcstg. Co.**, to change location of trans. site and main studio of WGSM (740 kc, 1 kw D) from Huntington, L. I., N. Y., to Deer Park, L. I. Comr. Bartley dissented. Initial decision of Oct. 25, 1957, looked toward grant. Announced Nov. 12.

By decision, Commission granted application of **Knorr Bcstg. Corp.** to increase day power of station WKMF Flint, Mich., from 1 kw to 5 kw and change from DA-1 to DA-2, operating on 1470 kc with 1 kw N. Comr. Bartley dissented. Initial decision of Dec. 27, 1956, looked toward this action. Announced Nov. 12.

By order, Commission adopted and made effective immediately Sept. 24 initial decision and granted application of **Annapolis Bcstg. Corp** for new Class B fm station to operate on 107.9 mc in Annapolis, Md.; engineering condition. Announced Nov. 12.

INITIAL DECISIONS

Hearing Examiner J. D. Bond issued initial decision looking toward granting application of **Guinan Realty Co.** for new am station to operate on 1300 kc, 1 kw DA, D in **Mount Carmel, Pa.**, and denying application of **Louis Adelman** for same facilities in **Hazleton, Pa.** Announced Nov. 10.

Hearing Examiner J. D. Bond issued initial decision looking toward granting application of **Lion Bcstg. Co.**, for new am station to operate on 1510 kc, 1 kw DA unl., in **Dover, N. J.** Announced Nov. 10.

OTHER ACTIONS

Commission on Nov. 12 directed preparation of document looking toward denying petition by Crawfordsville Bcstrs. Inc., Crawfordsville, Ind., to reopen record in proceeding on its application and that of J. E. Willis, Lafayette, Ind., for new am stations to determine financial qualifications of Mr. Willis. Initial decision of Mar. 19 looked toward grant of Willis application and denial of Crawfordsville.

By memorandum opinion and order, Commission denied petition by **Henderson County Bcstg. Co.** to amend issues in proceeding on its application to change facilities of station KBUD Athens, Tex., from 1410 kc, 250 w D to 1150 kc, 500 w D, and application of **University Advertising Co.** for new station on 1150 kc, 500 w D, in Highland Park, Tex.

By memorandum opinion and order, Commission denied motion by **Jane A. Roberts** for bill of particulars in connection with hearing on her application for license of am station KCFI Cedar Falls, Iowa. Comr. Cross not participating.

Commission scheduled oral argument on Dec. 5 on following tv proceedings:

Oregon Radio Inc. (KSLM-TV, ch. 3), Salem, Ore.

Atlantic Coast Bcstg. Corp. of Charleston (WTMA-TV, ch. 4), Charleston, S. C.

Commission designated for consolidated hearing applications for new tv stations in Miami, Fla., area to operate on ch. 6 of Publix Television Corp., Perrine, South Florida Amusement Co., Perrine, Coral Television Corp., South Miami, and Gerico Investment Co., for mod. of cp of WITV (ch. 17, Fort Lauderdale) to operate on ch. 6 in Miami contingent upon Gerico filing amendment within 40 days specifying site meeting all technical requirements of rules, and failure to so amend will result in Gerico application being dismissed nunc pro tunc of today's order.

Tucumcari Tele. Co., San Jon, N. M.—Designated for hearing application for new tv translator station on ch. 70 to translate programs of KFDA-TV (ch. 10) Amarillo, Tex.; denied request of applicant that application be disposed of without hearing.

Routine Roundup

UHF CHANNEL CHANGES

The following changes in uhf television assignments have been made in communities in three states within 200 miles of the U. S.-Mexico border, in line with the agreement between the two countries last summer [GOVERNMENT, July 21]. None of the changes involve channels that have been granted. The changes were announced Nov. 6 and are effective today (Nov. 17). They are:

Arizona

Ajo—Substitute ch. 19 minus for 14 minus; Bisbee—Substitute ch. 54 for ch. 15; Coolidge—Substitute ch. 36 plus for ch. 30 plus; Douglas—Add ch. 35; Nogales—Delete ch. 17 minus and add chs. 16, 32 and 44 plus; Yuma—Add chs. 22 plus and 60.

California

Brawley—Substitute ch. 16 for ch. 25 plus; El Centro—Delete chs. 16 and 56 and add chs. 26 minus and 48; Palm Springs—Substitute ch. 19 plus for ch. 14; San Diego—Delete chs. 21 and 33 and add ch. 51.

Texas

Brownsville—Delete ch. 36 and add chs. 26 and 44; Crystal City—Substitute ch. 44 plus for ch. 28 plus; Del Rio—Add ch. 52 plus; Eagle Pass—Delete ch. 26 and add chs. 22 minus and 64; Edinburg—Substitute ch. 60 for ch. 26 minus; El Paso—Delete ch. 20 plus and add chs. 38, 50 and 62; Laredo—Add chs. 27 minus and 39; Mercedes—Substitute ch. 66 for ch. 32; Mission—Substitute ch. 70 plus for ch. 14; Raymondville—Substitute ch. 64 minus for ch. 42.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on November 5

Granted petition by Deep South Bcstg. Co. for extension of time to Nov. 12 to file replies to oppositions to petition for rehearing in proceeding on mod. of cp of WSLA, ch. 8, Selma, Ala.

By Hearing Examiner Charles J. Frederick on November 5

Extended time within which to exchange applicants' direct written cases to noon, Nov. 12, and dismissed as moot request by Iowa-Illinois Television Co., for extension of time and for oral argument in Moline, Ill., ch. 8 proceeding.

By Hearing Examiner Millard F. French on November 6

Scheduled prehearing conference for 9 a.m., Nov. 18, in proceeding on am application of Cherokee Bcstg. Co., Centre, Ala.

PETITIONS FOR RULE MAKING FILED

WATR Inc., Waterbury, Conn. — Requests amendment of table of assignments for tv stations by reallocation of ch. 18 from Hartford, Conn., to Waterbury, Conn., and, if deemed appropriate, reassignment of ch. 53 from Waterbury to Hartford. Further requests issuance to WATR Inc. or order to show cause why its cp and special temporary authorization should not be modified to specify operation on ch. 18 for WATR-TV. Announced Nov. 7.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of November 7

KOHU Hermiston, Ore.—Granted license covering increase in power and installation new trans.

WMCA New York, N. Y.—Granted license covering installation new trans. as alternate main trans. at present main trans. site.

KAGE Winona, Minn.—Granted license covering change of frequency from 1570 kc to 1380 kc.

WKAI Macomb, Ill.—Granted license covering installation new type trans.

WTCN Minneapolis, Minn.—Granted license covering installation of old main trans. as aux. trans. at present main trans. site; remote control permitted.

WMAM Marinette, Wis.—Granted license covering installation new type trans.

KYW-FM Cleveland, Ohio—Granted license to increase ERP to 27 kw, ant. height, change trans. location, make changes in ant. system and installation new type trans.

KXLY-TV Spokane, Wash.—Granted cp to change type of ant. and other equipment (main trans. and ant.).

WRIP Rossville, Ga.—Granted mod. of cp to change type trans.

WSBA-TV York, Pa.—Granted extension of completion date to Dec. 22.

KDWT Stamford, Tex.—Granted authority to sign-off at 7 p.m., daily.

Actions of November 6

WMT-TV Cedar Rapids, Iowa—Granted acquisition of positive control by **American Bcstg. Stations**, through purchase of stock from **William B. Dolph.**

KNBC San Francisco, Calif.—Granted license covering installation new type trans. as aux. trans. at present main trans. site; condition.

KVIP-TV Redding, Calif. — Granted cp to change ERP to vis., 115 kw, aur. 57.5 kw; make changes in ant. system and other equipment; ant. 3620 ft.

KITT San Diego, Calif.—Remote control permitted (2nd remote control point).

KCRG Cedar Rapids, Iowa—Remote control permitted while using non-directional ant.

WSB-TV Atlanta, Ga.—Granted extension of completion date to 5-6-59, (aux. trans.).

Actions of November 5

WONG Oneida, N. Y.—Granted assignment of license to **Madison County Bcstg. Corp.**

KAYE Puyallup, Wash.—Granted assignment of license to **Henry Perozzo.**

WLAW Lawrenceville, Ga.—Granted assignment of cp to Radio Gwinnett Inc.

WBET-AM-FM Brockton, Mass.—Granted involuntary transfer of control from **Charles L. Fuller,** individually and as trustee for **Alice M. Dunbar** to **Home National Bank of Brockton** and **Louise P. Sampson,** executors of estate of **Charles L. Fuller,** deceased, and **Home National Bank of Brockton,** trustee for **Alice M. Dunbar.**

WHFI Detroit, Mich.—Granted license for fm station.

KAGR Yuba City, Calif.—Granted license covering installation of new type trans.

WGRM Greenwood, Miss.—Granted license covering installation of new type trans.

WRC-FM Washington, D. C.—Granted license covering change of aux. ant. location and decrease ERP to 3.9 kw; condition.

KRAK-FM Stockton, Calif.—Granted cp to replace expired cp for new fm station.

WLAV-FM Grand Rapids, Mich.—Granted cp to install new type ant.; condition.

Tomah-Mauston Bcstg. Co., Tomah, Wis—Granted mod. of cp to make changes in ant. system; specify studio location and remote control point and change type trans.

WSRO Marlborough, Mass.—Granted mod. of cp to change type trans.; conditions.

KJRG-FM Newton, Kan.—Granted mod. of cp to change frequency from 96.7 mc to 92.1 mc.

KEED Inc., Eugene, Ore.—Granted mod. of cp to increase ERP to 1.35 kw.

WAYL (FM) Silver Spring, Md.—Granted mod. of cp to change type trans. and type ant.; ant. 280 ft.; condition.

WMET-FM Miami Beach, Fla.—Granted mod. of cp to change sub-carrier frequencies to 67 kc and 41 kc; condition.

KGMO Cape Girardeau, Mo.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: WSM-TV Nashville, Tenn., to 5-20-59; KJML (FM) Sacramento, Calif., to 2-5-59; WSCB (FM) (noncommercial educational fm) Springfield, Mass., to 1-30-59., and KASK Ontario, Calif., to 1-31-59.

Actions of November 4

KRKC King City, Calif.—Granted assignment of cp to KRKC Inc.

KDPS Des Moines, Iowa—Granted cp to increase ERP to 5.2 kw, ant. height to 285 ft., and install new type ant.

WXYZ-FM Detroit, Mich.—Granted cp to increase ERP to 27 kw, ant. height to 880 ft., install new type ant., change ant.-trans. and studio locations.

WFMD-FM Frederick, Md.—Granted mod. of cp to change type trans.

WSEN Baldwinsville, N. Y.—Granted mod. of cp to move ant., specify studio location, delete remote control and change type trans.

Following stations were granted extensions of completion dates as shown: WKBM-TV Caguas, P. R., to 1-31-59; KAVE-TV Carlsbad, N. M., to 12-31, and KBCO (FM) San Francisco., to 5-19-59.

Actions of November 3

KLOR-TV Provo, Utah—Granted mod. of cp to install new trans., new ant. system, and make equipment changes; ERP vis. 3.09 DA, aur. 1.55 DA, ant. height 2840 ft.

WRIM Pahokee, Fla.—Granted mod. of cp to change type trans., studio location (same as trans. location); remote control permitted.

KVFM (FM) San Fernando, Calif.—Granted mod. of cp to change type ant.

KCMO-FM Kansas City, Mo.—Granted mod. of SCA to change subcarrier frequency from 67 kc to 65 kc.

WVCG-FM Coral Gables, Fla.—Granted mod. of cp to change type trans.; conditions.

KASK-FM Ontario, Calif.—Granted extension of authority to remain silent for period beginning Oct. 31.

License Renewals

The following stations were granted renewal of license: WMUZ Detroit, Mich.; WAXX Chippewa Falls, Wis.; WBAY & aux., Green Bay, Wis.; WBEL South Beloit, Ill.; WBIZ Eau Claire, Wis.; WCCN Neillsville, Wis.; WCUB Manitowoc, Wis.; WFHR Wisconsin Rapids, Wis.; WFOX Milwaukee, Wis.; WFRL & aux., Freeport, Ill.; WGEZ Beloit, Wis.; WHBL Sheboygan Wis.; WIBV Belleville, Ill.; WIZZ Streator, Ill.; WJBD Salem, Ill.; WKBH La Crosse, Wis.; WKRO Cairo, Ill.; WLBK DeKalb, Ill.; WLIP Kenosha, Wis.; WMNE Menomonie, Wis.; WMIX Mt. Vernon, Ill.; WMOK Metropolis, Ill.; WPDR Portage, Wis.; WPRS Paris, Ill.; WVLN Olney, Ill.; WFHR-FM Wisconsin Rapids, Wis.; WMIX-FM Mt Vernon, Ill.; WPRS-FM, Paris, Ill.; WNIC DeKalb, Ill.; WNUR Evanston, Ill.; WBAY-TV main & aux. trans. & ant., Green Bay, Wis.; WREX-TV Rockford, Ill.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Nov. 12

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	37	101	569
FM	543	19	114	64
TV	432[1]	78[2]	108	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 12

	VHF	UHF	TOTAL
COMMERCIAL	429	81	510[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,270	543	432[1]
CPs ON AIR (new stations)	37	19	76[2]
CPs NOT ON AIR (new stations)	98	111	109
TOTAL AUTHORIZED STATIONS	3,405	673	664
APPLICATIONS FOR NEW STATIONS (not in hearing)	452	33	49
APPLICATIONS FOR NEW STATIONS (in hearing)	114	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	566	62	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	414	26	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	460	26	57
LICENSES DELETED	0	0	2
CPs DELETED	0	0	1

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

JAMES W. COAN, President

Like Hundreds of Broadcasters . . .

President
JAMES W. COAN
of
WTOB
Winston-Salem, N. C.
and
Chief Engineer
JAMES H. HOKE

Selected STAINLESS TOWERS

JAMES H. HOKE, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

no matter how you figure it... KLZ-TV is still number one in DENVER!

Highest share sign on to sign off seven days a week in both one week and four weeks

12 out of the top 15 shows...
53 out of the top 100

Out of the top 100 shows 29 are KLZ-TV non net-work shows

Highest rated:
News, Weather, Sports, Remote Show, Local Show, Syndicated Show, Weekend News, Network Show

KLZ-TV has 9 out of the top 10 syndicated shows:

Target	29.5	KLZ-TV
Whirlybirds	28.2	KLZ-TV
Men of Annapolis/ Death Valley	26.7	KLZ-TV
Frontier Doctor	26.4	KLZ-TV
Harbor Command	25.8	KLZ-TV
Sheriff of Cochise	25.6	KLZ-TV
Highway Patrol	23.3	Station B
Sea Hunt	22.5	KLZ-TV
Decoy	21.4	KLZ-TV
Boots & Saddles	18.8	KLZ-TV

*based on September ARB.

KLZ TELEVISION
CBS in DENVER
Channel 7

Represented by KATZ Agency

winner of . . .

George Foster Peabody Award

The Colorado State Medical Society Award

RTNDA Achievement Award

CBS Television Film Award

Sigma Delta Chi Journalistic Award

from **ARTHUR M. HOLLAND,** *owner-account executive, Malcolm-Howard Adv. Agency, Chicago*

One way to an armistice in Chicago

No less a personage than the Hon. Richard J. Daley, mayor of Chicago, took to the speaker's rostrum to declaim against the evil men allegedly responsible for the state of idleness inflicted upon Chicago's darlings of the airlanes, the talent lads and lassies. Their vehicles, the programs, were being lopped off entirely, or were taking flight to New York and Hollywood.

In so doing, his honor, in his righteous indignation, was adding his official voice to a swelling chorus of protest from worthy Chicago groups, including Broadcast Advertising Club, American Federation & Television & Radio Artists, Chicago Unlimited, and the new-born Chicago chapter of the Academy of Television Arts & Sciences. The latter's very birth cries were almost drowned out by the clang of the executioner's axe as more tv talent heads rolled.

Local live programs were and are continuing to vanish from the Chicago scene, with syndicated and feature film replacing most of the departing shows. Some network programs extended their feed time into Chicago and thereby added more woe to live talent and live program producers. Higher costs, mounting almost without surcease, rolling over the sponsors like a tidal wave —higher time and facility costs, higher talent rates and greater competition for audiences via heavier promotion, have all contributed their share toward driving some advertisers into less expensive media. Other advertisers retrenched completely.

True, general economic conditions, including worsened consumer sales, have in no small way taken their toll, but the local tv advertiser has virtually been pushed into using less, or no live programming and fewer live personalities, announcers, models, etc., in his commercials. "Tv is for the big fellows" has become the local complaint. Costs just keep getting out of reach, with the hurdles getting higher and higher.

There is no quarreling with the desires of those aforementioned organizations or the fired up individuals. They mean the right thing for everyone concerned, being well intentioned and, no doubt, sincere.

However, one must face the facts squarely.

Formation of more and more groups to fight the erosion has not accomplished anything. The deterioration has continued and even increased, despite the greater organized effort and louder protests.

Let's face it. The live programming as it has been constituted has not won sufficient audience to give an adventuresome advertiser, in most instances, the kinds of return he rightfully expects from his expenditure.

Cry all we will about ratings not properly reflecting the actual audience size, the one rating that cannot be denied is the ring, or lack of it, of the advertiser's cash register. If the pay-off for the sponsor is not there, the good fairy vanishes.

It would be unfair to lay the blame on the talent or the producer entirely when a limited budget and restricted physical facilities make it almost impossible to create a product that can compete favorably with expensive film or even live network programming.

Closer examination and analysis of the situation by the talent and their representing organizations would result in betterment for this vital segment of tv which merits encouragement and nurturing. By making it easier and less costly to use less experienced or lower echelon talent, overall use would increase the amount of work for the veteran professionals, and not destroy it.

Methods should be devised for broadening the use of "extras," greater numbers of "live" models, without creating a staggering burden for the program producer or advertiser. Look at the relatively little difference in cost now between the rate for use of local Chicago tv talent and what it would cost to use the same, or comparable talent, coast-to-coast. And this should not be distorted into being a plea for higher network rates. What chance has a local sponsor who tries to step out with a first rate live show using more than two or three people?

Much of the so-called "rehearsal time" required is a myth, being both unnecessary and unused (and unavailable). Keep in mind, this is a Chicago story, the writer not claiming this is a universal situation.

Chicago traditionally has unequalled sources for a wealth of the finest talent in our great country, but we stifle its use on tv, because we make it too costly to utilize. Talent should have a right to work and to be paid well for good performance, but it seems some adjustment is in order to make it possible to use more than the bare minimum of announcers, models and performers with the resultant "flops," inadequacies and downright bad shows, which make for short runs, advertiser fatality, and lower talent incomes.

Perhaps if stations, together with talent, technicians and musician representatives, with a sincere desire to aid, were to sit down together with a view toward developing formulas and concessions by each where substantial live talent is used, this would be a solid step toward really accomplishing something.

A package that is not too hazardous to the sponsor would increase the possibility of use. Keep the present hurdles high, and most jumpers won't try to leap.

To do the job right, to get good live programs that will attract sufficient audiences, it will take contributions of time, money and effort on the part of those who expect to benefit.

Let's quit pointing to the bogeymen who are accused of wanting to injure us, and let's take steps to nurture a great city's important commodity—our live tv talent. If it's good enough for export, it should certainly be worth keeping at home. And from good little acorns, the properly developed local vehicles, big network oaks will be grown.

Arthur M. Holland, b. July 10, 1907, Chicago. Attended Northwestern U., Evanston, Ill., 1925-27. First job: assistant advertising manager, End-O-Corn Labs, 1927; later promoted to advertising manager. Filled same post with Western Mfg. Co., 1929-30, then became media director of Earl Noyes Agency. In 1933 co-founded Malcolm-Howard Adv. Agency, assuming full ownership following year. His Chicago firm considered leading agency specializing in local broadcast accounts in below-$5 million group. Among active local tv clients: Courtesy Motors, Fair Store, Mages Stores for Sports, Evans Fur, Royal Lumber. Most of them strong on feature films on Chicago stations. National director of City of Hope; director of Variety Club. Active in Chicago Broadcast Advertising club, Chicago Unlimited, Press Club; v.p. of now defunct Chicago Television Council. Married with one son, Max Gene, M-H account exec.

No. 1 Target

LAST week we carried two stories which ought to inflame responsible broadcasters to revolt.

One story described the political broadcasting questions submitted to the FCC during the recent campaigns and told how they were disposed of—mostly by FCC staff members. The story quoted FCC officials as saying that the 1958 campaigns provoked the most Sec. 315 problems of any political season in history.

The other story quoted an article written for a Harvard U. publication by Richard S. Salant, CBS Inc. vice president. Mr. Salant argued eloquently for repeal of Sec. 315. It was his thesis that although the law was written to assure fairness and maximum debate in the broadcasting of politics, it has achieved the opposite effect. It so hamstrings broadcasters that they cannot do a sensible job of presenting political candidates to the public.

The argument advanced by Mr. Salant is not unique, although we cannot remember its having been advanced more persuasively. His network has been on record for some time in opposition to Sec. 315. The NAB, through its president, Harold E. Fellows, has officially asked the Congress to repeal the section.

But the statements of CBS and the NAB, plus a scattering of individual broadcasters, are as far as the opposition to Sec. 315 has gone. It is not a cause that has attracted the unanimity or vigor which broadcasters would accord to, say, a defense against an attempt by government to set rates for radio and television.

We report this with regret, for we cannot imagine a cause that could lead to a more rewarding end for radio and television.

If these two media are to approach their true potential as the primary information vehicles, they must be free to grow. Like all too many government regulations, Sec. 315 inhibits growth.

It installs the FCC as the editorial board which directs the political coverage of all the broadcasting stations and networks in the nation. There aren't seven men in the whole United States, let alone on the FCC, who are omniscient enough to carry out that assignment successfully.

The record of Sec. 315 during the 1958 campaigns is a record of helpless broadcasters appealing for advice from men unqualified to give it. Every decision, every piece of advice conveyed by the members and staff of the FCC was yet another guarantee of sterility in political broadcasting.

To be sure, there are those who take comfort in sterility because of the risks it avoids. Regrettably, there are some broadcasters who use Sec. 315 as an excuse to dodge the responsibilities of practicing journalism.

For different reasons, there are two other groups who like Sec. 315 just the way it is. They are that minority of communications lawyers who think more of their fees than their clients and the uninformed politicians who believe the law gives them the key to prime radio and television time.

Opponents of Sec. 315 have little chance of recruiting on their side the decision-dodging broadcasters or the near-sighted lawyers.

They do have a chance, and a splendid one, to inform the uninformed among the politicians who have the power to repeal Sec. 315. But that is a job of education that will require more than an occasional statement, however eloquent, by a network or the head of the NAB. It will take a consistent, well-organized campaign by all the brains and influence that broadcasting can muster.

Wallach's Cream Puff Wallop

MILES Wallach said his piece last week and the first indications were that nobody was taken in.

As readers of this journal know, it is Mr. Wallach's contention that in-home interviewing, while the tv set is on, shows that television sponsors are not getting their money's worth. Perhaps he isn't quite that blunt. What he says is that "30% of the audience" as reported by existing rating services "is either not watching or only partially watching the sponsor's program" and that therefore current cost-per-thousand figures are invalid.

This is talk calculated to chill a sponsor's heart, but no such symptoms were observable after Mr. Wallach presented his report to the Radio-Tv Workshop at the Assn. of National Advertisers' fall meeting (see story elsewhere in this issue).

Drawn for BROADCASTING by Sid Hix

"Gentlemen, there's been a dreadful mistake."

To be sure, Mr. Wallach said that Chrysler, one of the four sponsors of the study, reacted "favorably" and that more than a score of other advertisers are interested in similar in-home studies. And George Abrams said he was "impressed." Mr. Abrams represents Revlon, another of the sponsors, heads the ANA Radio-Tv Committee, headed the session at which Mr. Wallach spoke, and had a personal financial interest in launching the new Wallach service.

It's conceivable that, despite the apathy Mr. Wallach seems to have generated, his audience later will start to think about what he said. If they do, we hope they will consider it in context with all the other research that has been done on this subject, and—most importantly, as we suggested last week—in context with all the case histories which prove with facts and figures television's superiority as a salesman.

There are features of Mr. Wallach's study, such as the "audience profiles" of given programs, which could be beneficial to sponsors, although they are not particularly new. More to the point, any pluses he has to offer were overshadowed by what seemed to be preoccupation with downgrading current audience data. This "debunking," we could not help feeling, was bait with which he hoped to attract subscribers.

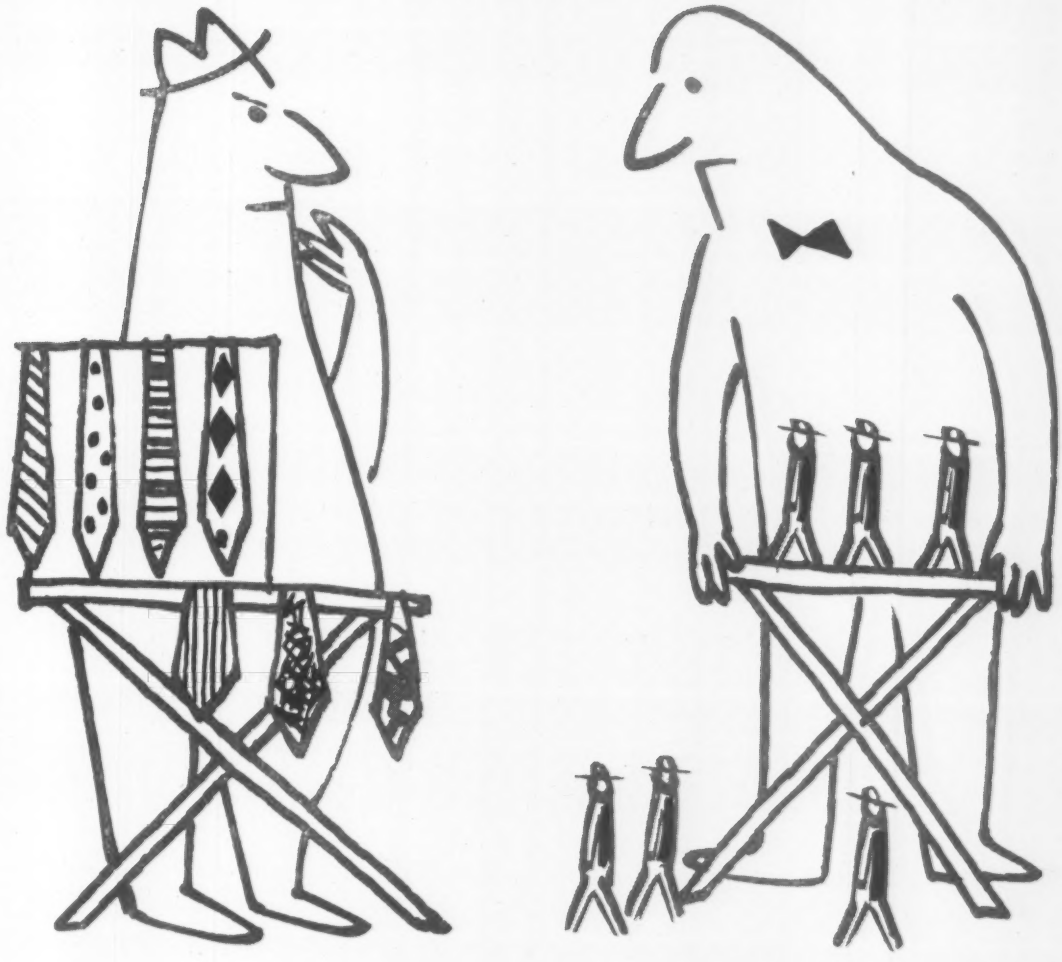
While Mr. Wallach was making such a big point about inattentiveness, we could not help wondering how many in his audience were giving undivided attention to his speech. Would he think it impossible that some of them had their ears open, merely because their eyes were closed?

Tv on Tv

THE first organized effort to sell television via television is under way. Member stations of NAB and Television Bureau of Advertising last week received separate kits of animated film spots. NAB sells programming impact; TvB naturally exploits the medium's sales power. The two campaigns are designed for National Television Week, which started Sunday (Nov. 16).

Both NAB and TvB are working on the premise that television stations should use tv the same way advertisers use it—by attention getting spots that will help make the public aware of television's place in the national scheme.

NAB is planning a package of 10 IDs, including the two released for Television Week. If these fast-moving spots click, the NAB Tv Board may decide at its meeting next February to undertake a major campaign at a cost of $100,000, using one-minute spots. In any case, the Tv Week spots, based on the theme, "Nothing brings it home like tv," deserve frequent spotting in prime time.



Even Two's A Crowd

(OR WHY DOESN'T WJR DOUBLE SPOT?)

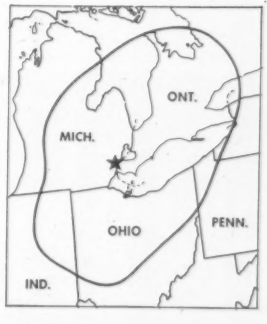
Any good salesman knows that one spot is too small for two selling operations. They get in each other's way and create more distraction than sales.

The same goes for commercial announcements. An announcement loses much of its appeal when it's packaged with another commercial or sandwiched between a pair of them. This practice of double and triple spotting may produce more immediate income for a radio station . . . but considerably less impact for the advertiser.

WJR does *not* double spot or triple spot. On WJR every advertising message stands alone, thereby gaining far more attention, stature and listener response. This way an advertiser gets a fair shake for his advertising dollar.

What's more, WJR's programming is specially tailored for adults, the people who have the money to buy what your client has to sell.

Sound interesting? See your Henry I. Christal representative and get all the facts on WJR, the No. 1 station in the fifth richest market in America.



WJR DETROIT

760 KC 50,000 WATTS CBS

RADIO WITH ADULT APPEAL